

The ultimate black and white street shooter now available in black and white

Ricoh announces collector's edition white GRDIV

15 September 2011: Ricoh has announced the release of a collector's edition white model GR DIGITAL IV to coincide with the launch of the highly-anticipated new GR DIGITAL IV.

The GR DIGITAL IV White Edition will have a limited sales volume, with a total of only 10,000 units sold worldwide. It is expected that no more than 200 cameras will be available in Australia.

Encapsulated in a slim, white-coloured body, the camera offers the same outstanding performance features as the GR DIGITAL IV. The metal lens cap and genuine leather hand strap included in the package are also white. These accessories will not be available for individual sale.

As the latest addition to Ricoh's flagship camera series, the GR DIGITAL IV White Edition will appeal to avid Ricoh fans, camera collectors and photography enthusiasts. Ricoh's acclaimed GR DIGITAL is a popular choice for street photographers and is a favourite of prominent Australian photographers such as Hamish Tame and Robyn Hills. Over the years it has received some of the world's most prestigious camera awards, with the preceding GR Digital III awarded the iF Product Design Award 2010 and Best Enthusiast Digital Compact at the Australia Camera Magazine Imaging Awards 2009-10.

Camera specifications are the same as those for the GR DIGITAL IV. Please see the release announcement for the GR DIGITAL IV and separate specifications sheet for details.

The GR DIGITAL IV White Edition will be available in some specialist camera retailers from mid-October 2011.

RRP \$899

For customer enquiries contact Ricoh's Australian distributor, Tasco on 02 9938 3244 or visit www.ricohcameras.com.au

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