



RICOH GXR



SPECS

Dimensions: 113.9mm x 70.2mm x 28.9mm
Weight: 160g (camera body)
Memory card: SD/SDHC memory card
Internal memory: approximately 86 megabytes
Display: 920,000 pixel 3-inch transparent LCD screen
Price: NT\$16,900

CAMERA UNITS

GR Lens A12 50mm F2.5 Macro
Dimensions: 68.7mm x 57.9mm x 71.3mm
Weight: 263g
Pixels: 12.3 megapixels
Image sensor: 23.6mm x 15.7mm CMOS
Focal length: 33mm (35mm format equivalent: 50mm)
Aperture: f/2.5 to f/22
ISO sensitivity: Auto, Auto-Hi, 200, 400, 800, 1600, 3200
Price: NT\$26,900

GR Lens S10 24-72mm F2.5-4.4 VC
Dimensions: 68.7mm x 57.9mm x 38.6mm
Weight: 161g
Pixels: 10 megapixels
Image sensor: 1/1.7inch CCD
Focal length: 5.1mm to 15.3mm (35mm format equivalent: 24mm to 72mm)
Aperture: f/2.5 to f/4.4
ISO sensitivity: Auto, Auto-Hi, 100, 200, 400, 800, 1600, 3200
Price: NT\$13,900

TRANSLATED FROM THE LIBERTY TIMES' WEEKENDER AND WITH ADDITIONAL REPORTING BY JENS KASTNER

Snap on, snap off

FEATURES

Slide-MOUNT SYSTEM

The GXR's slide-in mount system allows the photographer to change camera units much faster than other single-reflex cameras, which use screw-mount lens systems



Airtight CAMERA UNITS

The lens and sensor are inside a single closed unit, so dust can't get inside the camera and damage the sensor



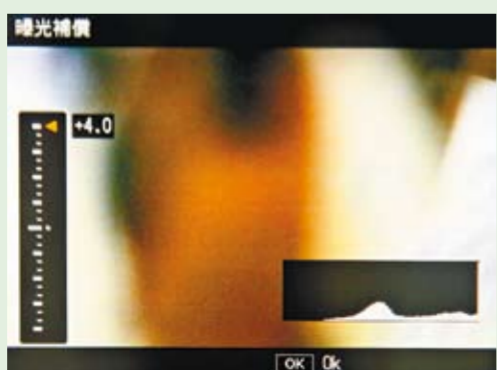
FAST ACCESS TO SETTINGS VIA THE "DIRECT" SCREEN

Hit the "Direct" button for single-touch access to a group of settings



Full PRESS SNAP

The full press snap function shoots at a preset distance for a one-push full-press of the shutter-release button



BRIGHT AND CLEAR VIEWFINDER

Convenient for shooting in bright outdoor situations, the newly developed 920,000-dot-equivalent high-definition LCD viewfinder is removable and can be tilted up to 90 degrees. It also offers a 100-percent field of view



Introducing the Ricoh GXR

The Ricoh GXR is an "interchangeable unit camera system," a new kind of digital camera that allows you to buy one camera body and swap not only different lenses — but different sensors and image processors, too. Each "camera unit" contains a lens, an image sensor and an image-processing engine. By changing units, the photographer can handle a diverse range of scenes. The camera's slide-in mount system enables the user to change units quickly and securely. This design offers several advantages: Because the lens and sensor are contained in a single unit, you don't have to worry about dust getting on the sensor, as you might with a camera that uses interchangeable lenses. Only two units are currently available, but Ricoh plans to release a variety in the future, including photo viewers and projectors. Ricoh claims the GXR is "the world's smallest and lightest digital camera with the ability to change lenses."

LENSES



A12 50MM LENS

This lens offers gives a natural visual field with an angle of view nearly the same as that of the human eye. It's also a macro lens that produces sharp images with high contrast and resolution



S10 24-72MM LENS

This lens can be used as a wide-angle lens, a standard lens providing a natural field of view and a medium telephoto lens



Tips FROM A JOURNALIST:

Smaller, easy-to-operate cameras with higher resolution are currently popular, and the Ricoh GRX follows this trend. The camera is light and uncomplicated. The "Direct" button makes it easier to control the camera's functions, and the sliding mechanism makes changing the lens seem like child's play. The downside is that at present there are only two lenses available. That's certainly enough for everyday photography, but only when Ricoh has released more lenses and accessories, will the GXR really be worth the money.

— Huang Shih-tse (黃世澤)

A COMPARISON

	Ricoh GXR	Olympus EP1
SIZE:	Smaller	Larger
PRICE:	NT\$43,800 (with the A12 50mm lens unit)	NT\$34,200
MEGAPIXELS:	Depends on the camera unit	12 megapixels
BODY:	Black, magnesium-alloy chassis	Sleek retro design with fingerprint-resistant brushed-metal band
LENSES:	Supports proprietary interchangeable camera units	Can be fitted with lenses made by different companies
BEST SUITED FOR:	Photographers looking for a small, easy-to-use digital camera	Photographers who already own several interchangeable lenses