

# Ny Ricoh GR III

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## Ricoh GR III banner

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**TOKYO, September 25, 2018** ?RICOH COMPANY, LTD. and RICOH IMAGING COMPANY, LTD. are pleased to announce a preview showing of the RICOH GR III camera at Photokina 2018 - the world's largest, full-scale trade fair of photographic and imaging products, to be held from September 26 to 29 in Cologne, Germany. The new camera has been in the process of development as the latest model of the RICOH GR series, which features a lineup of high-end digital compact cameras combining exceptional image quality with a compact, lightweight body ideal for snapshot photography.

Over a history of more than 20 years, the RICOH GR series has always kept its basic concept of optimizing the essential values of a camera - high image quality and snapshot capability and portability - while at the same time making the changes and refinements needed to meet emerging needs. Because of this, GR-series models have been preferred by a great many photographers, particularly professionals and highly experienced amateurs.

Currently under development, the RICOH GR III inherits the basic GR-series concept, but it incorporates totally new devices in its main components, including a newly designed lens, a new image sensor, and a new imaging engine. These are designed to further upgrade image quality, strengthen many of the functions and improve the user interface.

Designed to be the ultimate snapshot camera, the RICOH GR III is a totally new breed of GR camera, one that will give the user new and different creative possibilities. We hope Photokina 2018 visitors will enjoy their first look at this

new-generation GR-series model.

It will feature a 28mm f/2.8-16 (equivalent) lens, a 24-megapixel APS-C-sized image sensor with 3-axis image stabilization and an AA filter simulation mode. It will support full HD video recording at 60p with a 3-inch touch display for framing your scene. It will pack 2GB of internal memory, Wi-Fi and a USB-C port.

The GR III will have several creative in-camera effects (monochrome, HDR, etc.) and a 50mm crop mode.

Scheduled to be launched in Early, 2019