RICOH

CX5

Capture all those special moments as you feel them with the CX5's new hybrid AF system.

f=28 mm 1/1070 sec. F3.5 ISO100 EV±0 WB: AUTO

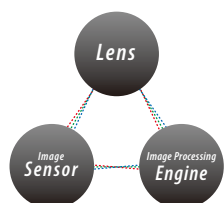f=28 mm 1/32 sec. F3.5 ISO308 EV+0.7 WB: AUTO

Imaging processing performance that puts a premium on pure and high-level image quality ensures that you'll get great shots with high image quality.

The CX5 boasts a back-illuminated CMOS image sensor combined with advanced Smooth Imaging Engine IV image processing. Poorly-lit indoor or night scenes are rendered in pure, unblemished quality, as of course are brightly-lit subjects. An output pixel interpolation algorithm residing in dedicated logic circuits in the imaging engine reduces loss of detail in highlights to faithfully recreate high-contrast scenes exactly as they appear to the naked eye. The CX5 produces photographs with even more amazing resolution than previous models.

High-speed autofocus means that you'll never miss another opportunity that comes along for a good shot again. New

The CX5 comes equipped with Ricoh's unique new hybrid AF system, which combines an AF sensor for continuously measuring the distance between the camera and subject together with Contrast AF. This hybrid AF system allows the camera to set the focus in as little as 0.2 sec., not only for 28-mm wide-angle shooting but also for 300-mm telephoto. Ensures that you capture the image you were waiting for over the entire zoom range, never to miss another good shot again.

*AF focusing times were measured under Ricoh measurement conditions.

RICOH Pure Image Quality Technology

Lens

Image Sensor

Image Processing Engine

The imaging philosophy that lies at the root of all Ricoh digital cameras: not just "high image quality" but "pure image quality, true to what is perceived by the naked eye." This is achieved through three core technologies—a low-distortion lens with true-to-life imaging properties, an image sensor with superior high-sensitivity performance, and an imaging engine that reproduces images in minute detail— that have been designed and developed as a single mechanism, offering unsurpassed resolution and faithful, unaffected color reproduction.

*Focal lengths indicated are 35-mm film camera equivalents.

300 mm

28 mm

600 mm

10.7× 28–300 mm optical zoom + SR 600 mm zoom from wide-angle to telephoto. `New`

Ricoh's original retracting lens system made it possible to fit the high-magnification 10.7× optical wide-angle zoom lens in a thin 29.4 mm body that is both easy to carry and easy to use. This lens can handle a wide range of shooting situations, including shooting of expansive landscapes and powerful telephoto shots as well as wide-angle shooting of interior scenes with limited distance between camera and subject. The CX-5 also comes equipped with a new high-resolution zoom. This zoom enables telephoto shooting at 600 mm equivalent with minimal degradation in image quality.

f=300 mm 1/16sec. F5.6 ISO100 EV+0.7 WB:AUTO

Macro mode brings you closer, ever closer, to allow you to take shots of distances as close as 1 cm away.

Capture a beautiful world that goes unnoticed until it is magnified using photo expression techniques such as background blurring. Macro shooting will teach you new ways to enjoy photography. Getting as close as 1 cm for wide-angle and 28 cm for telephoto, you can enjoy shooting powerful images that are only possible with macro. *31 mm equivalent for wide-angle and 300 mm equivalent for telephoto.

Super-resolution technology for high-resolution image quality `New` for everything from normal photography to zoom and macro shooting.

The CX5's super-resolution technology discerns the outlines, details, and gradations in the image automatically and processes the photograph based on the optimal settings for each. This allows the camera to record images with even higher resolution than with previous models.
*The level of super-resolution can be set to OFF, Weak, or Strong.

Super-resolution, set to Strong

f=28 mm 1/52 sec. F3.5 ISO1600 EV-0.7 WB: Outdoors

Noise reduction for beautiful results at high sensitivities.

This reduces the amount of image noise in photographs taken at high sensitivities to give you beautiful, limpid photographs with details, tones, and colors as vivid as those seen in the original subject.
*The noise reduction function level can be specified as Off, Auto, Weak, Strong, or MAX.
*The time to record an image varies depending on the noise reduction setting.

High-speed, high-quality continuous shooting at approx. 5 frames/sec. for high image quality even in continuous mode.

Still images at maximum pixels (10M) can now be shot continuously at high-speed of about 5 frames/sec. So you can capture that decisive moment in a high-definition image.
*Continuous shooting speed will vary depending on shooting conditions, card type, card condition, etc.

Eye-Fi card linking function

The CX5 is compatible with Eye-Fi cards (X2 Series), SD memory cards with built-in wireless LAN functionality. An icon will appear while an Eye-Fi card is being used to display the communications status.

*This product is not guaranteed to work with all Eye-Fi card features (including wireless data transmission capability).
*For more information on Eye-Fi cards, visit the Eye-Fi webpage (http://www.eyefi.co.jp).
*Eye-Fi cards are approved for use in the country of purchase only.

Eye-Fi connected

Night landscape multi-shot

I got a quick snapshot before taking a bite,
So I could relish the taste of the sweets
for a long time afterwards.

Cooking

14 different types of scene modes make professional-level photography as easy as selecting a mode. New

Scene modes give you easy access to whole suites of photographic techniques specifically adapted to your subject. The CX-5 comes newly equipped with Cooking mode, which lets you take photos of food that looks so delicious you'll want to reach out and taste it; Golf Swing Continuous mode, which is useful for when you want to check out your golf swing; and Fireworks mode, which beautifully captures glittering flower and other types of fireworks as they flash across the night sky, in addition to Night Landscape Multi-shot mode, which is perfect for taking photos of night scenes.

Access web for more information

Ricoh CX5   Go

I snapped the shot without saying a word.
This natural expression is the most like her real self.

Scene auto mode (S-AUTO) puts the camera in charge of scene selection, ensuring good results with any subject.

By just pointing the camera, "scene auto mode" will switch to the optimum shooting settings. The camera identifies the type of scene being photographed (portrait, sports, night portrait, landscape, nightscape, macro mode, etc.) and automatically switches to the optimum shooting settings. As a result, you enjoy quick and easy photography fine tuned to the specific scene.

Portrait

Cross process

Miniaturize

Soft focus

Toy camera

Indulge your own playful spirit and unique creative vision with the CX5's creative shooting modes.

This option makes it easy to enjoy a variety of creative effects. Choose from six different modes, including "Soft focus," "Cross process," "Toy camera," and "Miniaturize," and then simply press the shutter-release button for unique results.

The big-screen, 3.0˝ 920,000-dot VGA LCD monitor

The large, high-resolution LCD monitor has a wide viewing angle and high contrast. With sRGB comparison of 100% for color reproduction range, it vividly reproduces image colors. The screen has a fluorine coat to prevent soiling, a hard coat to prevent scratches, and an anti-reflection coat.

HD movies + HDMI New
Shoot high-definition (HD) movies with a frame size of 1280×720 pixels at 30 frames per second. You can connect to a high-definition TV with an HDMI cable (sold separately).

Image sensor shift image stabilizer
The image stabilizer reduces blur in close-ups, telephoto shots, and other situations in which such problems are likely to occur.

Electronic level
The level indicator and the level sound can be used to check the angle of the camera relative to the horizon.

*Simulated image.

Cooperation: ENOSHIMA LONCAFE, INAX MUSEUMS, Toyota Municipal Museum of Art

Catch My Moment

Walk with me. Inspire me.

I wonder what fun little surprises are out there waiting for me today.

If I take my camera out with that kind of attitude,

I know the way I look at the things around me will change somehow.

I relax, loosen up, and let my heart take over as I press the shutter.

And the picture that emerges is sure to capture the scene that moved me.

Casual, creative, compact—the CX5.

Good opportunities don't just sit around waiting for you.

That's why you have to grab onto

those special moments whenever they come along.

Ricoh CX5   **Go**

Black **Silver** **Pink**

< Accessories included >

● USB Cable ● AV Cable ● Hand Strap
● Rechargeable Lithium-Ion Battery(DB-100) ● Battery charger (BJ-10)
● Instruction Manual(Camera User Guide) *Warranty Card

■CX5 Major Specifications

Item		Specifications
No. of Effective Pixels (Camera)		Approximately 10.00 million pixels
Image Sensor		1/2.3-inch CMOS (total pixels: approx. 10.60 million pixels)
Lens	Focal length	f=4.9-52.5 mm (equivalent to 28-300 mm for 35 mm film cameras. With Step Zoom set, option of eight fixed lengths: 28 mm, 35 mm, 50 mm, 85 mm, 105 mm, 135 mm, 200 mm, and 300 mm)
	F-aperture	F3.5 (Wide) - F5.6 (Telephoto)
	Shooting Distance	Normal shooting: Approx. 30 cm - infinity (Wide), approx. 1.5 m - infinity (Telephoto)(from the front of the lens) Macro: Approx. 1 cm - infinity (Wide), approx. 28 cm - infinity (Telephoto), approx. 1 cm - infinity (Zoom Macro) (from the front of the lens)
	Lens Construction	10 elements in 7 groups (aspheric lens: 4 elements and 5 surfaces)
Zoom Magnification		Optical: 10.7x zoom (equivalent to 28-300 mm focal length for 35 mm cameras)
		Super-resolution zoom: 2.0x, up to 21.4× (Equivalent to 600 mm) when used with optical zoom
		Digital zoom: 4.8x, up to 103× (Equivalent to 2,880 mm) when used with optical zoom and super-resolution zoom Auto Resize: 5.7x*¹ up to 61.0x*¹ (equivalent to 1,710 mm) when used with optical zoom
Focus Mode		Multi AF / Spot AF / Face-priority Multi AF (Contrast AF method with AF auxiliary light) / Subject-tracking AF / Multi-target AF (Contrast AF method) / Manual Focus / Snap / ∞ (Fixed focus method)
Image stabilizer		Image sensor shift method image stabilizer
Shutter Speed *²	Still image	8, 4, 2, 1 - 1/2000 sec.
	Movie	1/30 - 1/2000 sec.
Continuous Shooting	Continuous shooting speed*³	Approx. 5 frames/sec. (10M 4:3F; continuous shooting speed is approx. 3 frames/sec. for the 12th picture on)
	Continuous shooting capacity	999 pictures
Exposure Control	Exposure metering mode	Multi (256 segments), Centre Weighted Light Metering, Spot Metering
	Exposure mode	Programme AE
	Exposure compensation	Manual Exposure Compensation +/-2.0EV (1/3EV Steps), Auto Bracket Function (-0.5EV, ±0, +0.5EV)
ISO sensitivity (Standard Output Sensitivity)		AUTO / ISO100 / ISO200 / ISO400 / ISO800 / ISO1600 / ISO3200
White Balance Mode		AUTO / Multi-Pattern AUTO / Outdoors / Cloudy / Incandescent 1 / Incandescent 2 / Fluorescent / Manual / White Balance Bracket Function
Flash	Built-in flash mode	Auto(during low light and when the subject is backlit), Anti Red-eye, Flash On, Slow Synchro, Flash Off
	Built-in flash range	Approx. 20 cm - 4.0 m (Wide), approx. 28 cm - 3.0 m (Telephoto) (auto ISO with maximum of ISO 1600, measured from the front of the lens)
	Flash compensation	+/-2.0EV (1/3EV Steps)
Monitor		3.0-inch Transparent LCD (approx. 920,000 dots)
Shooting Mode		Auto shooting mode / Movie mode / Scene auto mode / Scene mode (Portrait / Discreet Mode / Night. Portrait / Night Landscape Multi-shot / Sports / Landscape / Zoom Macro / Pets / Skew Correct Mode / High Sensitivity / Text / Fireworks / Cooking / Golf Swing Continuous Mode / My Settings mode / Continuous mode / Creative shooting modes (Dynamic Range Double Shot / Miniaturize / High Contrast B&W / Soft Focus / Cross Process / Toy Camera
Picture Quality Mode*⁴		F (Fine) / N (Normal)
No. of Pixels Recorded	Still image/Multi-Picture	3648x2736, 3648x2432, 2736x2736, 3648x2048, 2592x1944, 2048x1536, 1728x1296 (Multi-Picture only), 1280x960, 640x480
	Movie	1280x720, 640x480, 320x240
	Text	3648x2736, 2048x1536
Recording Media		SD memory card SDHC memory card (up to 32 GB), Internal memory (approx. 40 MB), Compatible with Eye-Fi cards (X2 Series)
Image File Format	Still Image	JPEG (Exif ver. 2.3) *⁵
	Multi-Picture	CIPA DC-007-2009 Multi-Picture Format
	Movie	AVI (Open DML Motion JPEG Format compliant)
	Compression method	JPEG Baseline method compliant
Other Major Shooting Functions		Continuous, Self-Timer (operation time: approx. 10 sec. / approx. 2 sec. / custom self-timer), Interval Timer (Shooting interval: 5 sec. - 1 hour (5 sec. steps)), Color Bracket function, Focus Bracket function, AE/AF Target Shift, Histogram, Grid Guide, Electronic Level
Other Major Playback Functions		Grid View, Enlarged Display (maximum 16x), Resize, Level Compensation, White Balance Compensation, Trim, Flag, Slideshow, DPOF Setting
External Interface		USB 2.0 (High-speed USB) / Audio-Visual (AV) terminals, Mass storage compatible*⁶ AV Out 1.0 Vp-p (75Ω), HDMI Micro Output terminals (Type D)
Video Signal Format		NTSC, PAL switchable
Power Supply		Rechargeable Battery (DB-100) x1
Battery Consumption*⁷		Based on CIPA Standard: Using the DB-100, Approx. 280 pictures When Sleep is OFF*⁸)
External Dimensions (W x H x D)		101.5 mm x 58.6 mm x 29.4 mm (24.4 mm at thinnest part)
Weight		Approx. 197 g (including the supplied battery and SD memory card), Approx. 176 g (body only)
Operating Temperature Range		0°C - 40°C

*1. VGA image size
*2. Shutter speed upper and lower limits vary depending on Shooting Mode and Flash Mode.
*3. Values measured under Ricoh measurement conditions using a Panasonic PRO HIGH SPEED 8GB SDHC memory card. The continuous shooting speed and number of pictures will vary depending on the shooting conditions, the type of recording media used, the condition of the recording media, etc.
*4. The picture quality modes that can be set vary depending on the image size.
*5. Compatible with DCF and DPOF. DCF is the abbreviation of the JEITA standard "Design rule for Camera File system." (Full compatibility with other devices is not guaranteed.)
*6. Mass storage driver is compatible with Windows® XP, Windows Vista®, Windows® 7, and Mac OSX10.1.2-10.6.4.
*7. Shooting capacity was measured using CIPA-standard parameters. This is only an estimate. Actual performance may vary according to usage conditions.
*8. Approx. 300 pictures when Sleep is set to [10 sec.].

■CX5 Optional Accessories

Product Name	Model Name
Rechargeable battery	DB-100
Battery charger	BJ-10
Soft case (black)	SC-90BK
Soft case (brown)	SC-90BN
Neck strap	ST-2
HDMI Cable	HC-1

■CX5 Software

	Windows® 7	Windows Vista®	Windows® XP
1.DL-10	○	○	○
2.MediaBrowser™	○	○	○

*To playback MP files and output still images from MP files on a Macintosh PC, please use the enclosed VM-1 Macintosh software for viewing MP files (compatible OS: Mac OS X 10.4-10.6.4).

■CX5 System Requirements

	Windows®
Operating system	Windows® XP Home Edition Service Pack 3 / Professional Service Pack 3 Windows Vista® Service Pack 2 Windows® 7 (32- and 64-bit)
CPU	Pentium® IV: 1.6 GHz or faster, Pentium® M: 1.4 GHz or faster, Core™ 2 Duo: 1.5 GHz or faster
Memory	Windows® XP: 512 MB or more, Windows Vista® / Windows® 7: 1 GB or more
Available disk space on hard drive at installation time	300MB or more
Display Resolution	1024x768 dots or greater
Display Colors	65,000 colors or greater
USB Port	A USB port compatible with the above-mentioned computer

*When the CX5 is connected to a PC, only a USB connection can be used. Serial connection is not supported. *It is necessary for the above OS to be preinstalled and for the USB port to be standard equipment. *64-bit operating systems, Windows® XP and Windows Vista® are not supported. *The CX5 is compatible with Mac OS X 10.1.2 to 10.6.4 by mass storage connection.

■SD Memory Card Storage Capacity (Number of Images and Time)

Mode	Image size		Internal Memory (approx. 40MB)	1GB	2GB	4GB	8GB	16GB	32GB
Still	10M	4:3F	10 images	241 images	491 images	965 images	1973 images	3953 images	7930 images
	10M	4:3N	17 images	411 images	830 images	1631 images	3333 images	6678 images	13396 images
	9M	3:2F	11 images	271 images	548 images	1077 images	2202 images	4412 images	8851 images
	7M	1:1F	13 images	321 images	653 images	1284 images	2624 images	5257 images	10546 images
	7M	16:9F	13 images	321 images	653 images	1284 images	2624 images	5257 images	10546 images
	5M	4:3F	15 images	370 images	749 images	1471 images	3008 images	6026 images	12089 images
	3M	4:3F	24 images	575 images	1159 images	2277 images	4654 images	9324 images	18704 images
	1M	4:3F	43 images	1041 images	2118 images	4160 images	8505 images	17039 images	34181 images
	VGA	4:3F	169 images	4028 images	7681 images	15082 images	30828 images	61759 images	123888 images
Still (When [Focus] is set to [Multi-target AF])	10M	4:3F	10 images	239 images	487 images	957 images	1957 images	3922 images	7867 images
	10M	4:3N	17 images	405 images	819 images	1609 images	3289 images	6589 images	13217 images
	9M	3:2F	11 images	268 images	543 images	1068 images	2183 images	4373 images	8772 images
	7M	1:1F	13 images	318 images	647 images	1270 images	2596 images	5202 images	10435 images
	7M	16:9F	13 images	318 images	647 images	1270 images	2596 images	5202 images	10435 images
	5M	4:3F	15 images	366 images	740 images	1454 images	2972 images	5954 images	11943 images
	3M	4:3F	23 images	564 images	1138 images	2235 images	4568 images	9151 images	18357 images
	1M	4:3F	41 images	1006 images	2047 images	4022 images	8221 images	16471 images	33042 images
	VGA	4:3F	149 images	3554 images	6827 images	13407 images	27404 images	54898 images	110125 images
Text	10M	4:3	17 images	411 images	830 images	1631 images	3333 images	6678 images	13396 images
	3M	4:3	43 images	1059 images	2118 images	4160 images	8505 images	17039 images	34181 images
Movie	HD	1280	7"	3'3"	6'14"	12'14"	25'1"	50'7"	100'33"
	VGA	640	22"	8'55"	18'8"	35'38"	72'50"	145'54"	292'41"
	QVGA	320	54"	21'39"	44'2"	86'28"	176'44"	354'3"	710'13"
M-Cont Plus	10M	4:3N	17 images	411 images	830 images	1631 images	3333 images	6678 images	13396 images
	2M	4:3N	58 images	1404 images	2792 images	5484 images	11211 images	22460 images	45056 images
Speed Cout	VGA	4:3N	283 images	6714 images	12288 images	24129 images	49319 images	98801 images	198192 images

*The maximum recording time is the estimated total recording time. The maximum recording time per shooting is 29 minutes. *The maximum number of consecutive shots that can be taken using continuous mode is 999. When the number of remaining shots is 1000 or more, "999" is displayed on the picture display. *The figures shown for the maximum number of shots that can be recorded for M-Cont (2M), M-Cont (10M), and Speed Cont are the estimated total number of shots that can be recorded. The number of shots that can be recorded at one time is 26 for M-Cont Plus (2M), 15 for M-Cont Plus (10M), and 120 for Speed Cont. *The maximum number of shots for Multi-Target AF is the estimated total number of shots that can be recorded. The number of shots that can be recorded at one time is 5. When the number of remaining shots is 9999 or more, "9999" is displayed on the picture display. *The number of remaining shots displayed on the picture display may differ from the actual number of shots, depending on the subject. *Movie recording time and the maximum number of still pictures may vary depending on the capacity of the recording destination (internal memory or SD memory card), shooting conditions, and the type and manufacturer of the SD memory card. *A high speed memory card is recommended when shooting for long periods.

For more information, visit:
http://www.ricoh.com/r_dc

HDMI® | Eye-Fi connected | SDHC™ | PictBridge | Exif Print | PRINT Image Matching® | CERTIFIED HI-SPEED USB