RICOH

PX

RICOH PX

5x optical zoom and image stabilization make great results easy at wide angles and in telephoto shots.

5x (28–140 mm) optical zoom can capture objects close up, at long range, or anywhere in between. Image-sensor–shift image stabilization reduces blur in telephoto shots and in pictures taken at night.

SR zoom incorporates super resolution technology for an impact equivalent to 10x optical zoom.

Thanks to super resolution technology, SR digital zoom can achieve results equivalent to a lens with a focal length of 280 mm with almost no drop in image quality. Telephoto photography at zoom ratios equivalent to up 1,344 mm are available with digital zoom, allowing you to photograph worlds invisible to the naked eye.

28 mm   SR Zoom: 280 mm

Could it really have been so beautiful, this familiar scene I photographed so casually?

A high-resolution, 16-million–pixel CCD image sensor beautifully renders any subject.

With its 16-million - pixel CCD sensor and Smooth Imaging Engine IV image processing engine, the RICOH PX can reproduce any scene in high resolution. Noise reduction reduces noise for clear results even in night shots.

High performance in the RICOH tradition of "pure" image quality made available to all, hassle-free

The dedication to image quality behind all RICOH digital cameras is more than just a commitment to high image resolution: it is a commitment to "pure" image quality faithful to what the eye sees. The RICOH PX, while true to this tradition, makes it even easier to enjoy the possibilities "pure" image quality has to offer.

Beautiful Shot

Water Proof

A water- and dust-proof* design lets you focus on photography without worrying about water or dirt.

Enjoy the peace of mind that comes with a washable camera. The RICOH PX is waterproof to a depth of 3 m for 60 minutes. Safely take pictures anywhere indoors or out, on a boat in a river or by the sea, without worrying about rain, splashes from the sink, or soil from the garden. Take your camera anywhere, anytime, and expand your photographic horizons.   *JIS/IEC protection rating equivalent to IP68.

Rain? No worries. Dirt? Not a problem. Take photos anytime, anywhere.

Impact resistance lets butterfingers sleep at night[1].

With an impact-resistant design that has withstood drop tests from heights of 1.5 m, the RICOH PX can withstand falls, bumps, and the hands of curious children without your heart skipping so much as a beat. Impact resistance can be improved with a protective jacket.[2] Enjoy the peace of mind you need to use the camera in all sorts of everyday settings.

*1 As measured by RICOH. Tests conducted with camera off. Product may exhibit scratches or other superficial damage to its exterior.
*2 Available separately.

Note: Focal length indicated are 35mm film camera equivalents.

Always Together

The freedom to take photos your way.

I took my camera and went for a walk. I cooked with my camera at my side. My camera was with me as I played with my pet. Captured through my lens, the everyday and commonplace seem to gain added life and lustre. A sudden downpour, with its promise of fascinating new sights, is welcomed with open arms. Anytime, anywhere, with anyone. The camera closest to hand, connecting you to what you love most.
Always together. The RICOH PX, in your pocket today and every day.

PX

RICOH PX

No time to think.

Get the shot you really want

when you want it.

A simple, flat design guarantees you can instantly pull the camera from your pocket when it's needed.

The simple, flat design does away with projecting parts for a camera that slips easily into your pocket, to be pulled out instantly for a quick snapshot whenever you see something that cries out to be photographed.

Just frame a shot and leave settings up to the camera. Point-and-shoot has never been easier.

Just aim the camera at your subject and let the RICOH PX optimize settings to suit the scene for ultra-simple point-and-shoot photography. Whether you're a hardened pro or a camera greenhorn, you can readily shoot portraits, sports, night scenery, close-ups, and other scenes while letting the camera choose the setting.

Intuitive, easy-to-understand controls allow even beginners to use the camera with confidence.

The camera features intuitive, easy-to-use controls, such as a lever-style flash dial that lets you see at a glance whether the flash is on or off, a direct movie button, and a quick display option for frequently-used settings.

Fast startup ensures you'll never miss a shot.

The RICOH PX turns on in just 1.4 seconds. Just pull out the camera and you're instantly ready for those unanticipated photographic opportunities that life can unexpectedly bring, anytime, anywhere.

Real scale

Speedy and Stylish

Make every day a special day.
Log the everyday with the new RICOH PX.

RICOH PX | Go

Just looking at the photo makes

your mouth water.

Upload today's menu

to your blog today.

Cooking

Pets

Hobby Item

Sweets *

* Sweets: White out the edges of the photographs to take pictures in a round or square frame.

Premium shot mode lets you enjoy photographing even notoriously difficult subjects.

In premium shot mode, camera settings can be optimized simply by using the direct button to select the desired scene. Premium shot modes are available for up to 28 scenes,* including a hand-held night scene mode that uses four-pixel interpolation for beautiful shots of night scenery and modes for cooking, sweets, sports, items being sold at auction, parties, and pets. Even subjects that ordinarily would require special techniques can be beautifully photographed with "point-and-shoot".   *Including custom premium shot modes.

Party

The more photos you take,

the more the camera reflects your personality,

the more it becomes a favorite tool.

My Favorite Tool

Note: Concept art showing camera with PJ-1WH protective jacket.

Personalize the camera with custom premium modes.

The camera can store up to five custom premium modes based on adjustments you made when taking photographs in other premium modes. Adding premium shot modes of your very own gradually teaches the camera how you like to take photos.

Rate your favorite photos.

Assign pictures any one of three ratings and enjoy viewing your favorite pictures.

Hide pictures you'd rather not share.

Privacy settings let you hide selected pictures during playback, increasing the camera's potential as your own personal communications tool.

Replaceable, shock-absorbing protective jackets.

Express your individuality with replaceable protective jackets.* In addition to protecting the camera from bumps and scratches, the jackets are made with a non-slip material for a secure grip and improved peace of mind during shooting. *Available separately.

Hand-held night scene

Auction

Subject tracking AF*
The camera tracks focus on moving subjects.

Face-priority multi AF*
The camera detects and focuses on faces.
Note: Up to eight faces can be recorded.

* Available in some premium shot modes.

Challenge yourself with a variety of subjects.

Expand your artistic horizons.

More Enjoyment

Bring commonplace joys to life with high-definition movies.
The RICOH PX makes movies a snap. Shoot high-definition movies with a frame size of 1280 x 720 pixels at a rate of 30 frames per second, then use an optional HDMI cable* to connect the camera to an HDTV and enjoy the results in high definition on a big screen. *Available separately.

Eye-Fi support lets you upload photos wirelessly.
Eye-Fi SD memory cards incorporate a transmitter that makes it easy to automatically upload photos to a computer or online photo service using a wireless network. Upload status is shown by an icon in the camera display.
Note: For more information on Eye-Fi cards, visit the Eye-Fi webpage (http://www.eyefi.co.jp).

Charge the battery from a computer, hassle free.
The battery can be charged not only by using the supplied USB power adapter to draw power from a household outlet, but also by connecting the camera to a computer via USB. Charge the battery while surfing the web or updating your blog.

Choose from a variety of aspect ratios.
Available aspect ratios include 1 : 1 and 16 : 9.

Lime Green   Champagne Silver   Black

< Accessories included >

- Rechargeable Lithium-Ion Battery(DB-100)   ● USB Cable
- USB Power Adapter   ● Plug   ● AV Cable   ● Handstrap
- Warranty   ● Camera User Guide

■RICOH PX Principal Specifications

Item		Specifications
No. of Effective Pixels (Camera)		Approx. 16.00 million
Image Sensor		1/2.3˝ CCD (approx. 16.40 total million pixels)
Lens	Focal length	5-25 mm (35 mm format equivalent: 28-140 mm)
	F-aperture	F3.9 (wide-angle) to F5.4 (telephoto)
	Shooting Distance	Approx. 3 cm - ∞ (wide-angle), 50 cm - ∞ (telephoto) or 3 cm - ∞ ("Loupe") (from the front of the lens)
	Lens Construction	13 elements in 10 groups
Zoom		Optical: 5× (35 mm format equivalent: 28-140 mm) Super resolution (SR): 2×, for a combined zoom of 10× (35 mm format equivalent: 280 mm) Digital: 4.8×, for a combined zoom of 48× (35 mm format equivalent: 1344 mm) Auto Resize: *¹ 7.2×, for a combined zoom of 36× (35 mm format equivalent: 1000 mm)
Focus Modes		Multi AF, spot AF, face-priority multi AF, subject tracking AF (Contrast AF method with AF auxiliary light)
Blur Reduction		Image sensor shift image stabilization
Shutter Speed *²	Photographs	8, 4, 2, and 1 - 1/2000 s
	Movies	1/30 - 1/2000 s
Continuous mode		Frame rate: *³ Approximately 1 fps
Exposure Control	Metering	Multi (256 segments)/center - weighted/spot
	Mode	Program AE
	Exposure Compensation	Manual exposure compensation (+2.0 to -2.0 EV in increments of 1/3 EV)
	Exposure Range (auto mode, center-weighted metering)	Wide angle: 3.2 – 17.7 EV Telephoto: 4.1 – 19.4 EV (Exposure range for auto ISO calculated using values for ISO 100.) Note: At 6.0 EV or lower, each drop of 1.0 EV is associated with a 0.5 EV drop in brightness. Brightness drops by no more than –1.0 EV.
ISO sensitivity (Standard Output Sensitivity)		AUTO / ISO100 / ISO200 / ISO400 / ISO800 / ISO1600 / ISO3200
Noise reduction		AUTO
White Balance		AUTO / Multi-pattern Auto / Outdoors / Cloudy / Incandescent 1 / Incandescent 2 / Fluorescent / Manual
Flash	Mode	Auto, on, off (red-eye reduction option available in camera menus)
	Range	Approx. 20 cm - 3.5 m (wide-angle) or 50 cm - 3.0 m (telephoto), measured using auto ISO with a maximum of ISO 1600, measured from the front of the lens)
Picture display		2.7˝ transmissive LCD monitor with approx. 230,000 dots
Shooting Mode*⁴		Normal / movie / premium shot (P mode / portrait / night portrait / hand-held night scene / party / cooking / sweets / loupe / landscape / beach / snow / sports / fireworks / auction / skew correction / pets / miniaturize / toy camera / high contrast B&W / soft focus / cross processing / black & white / sepia)
Image size (pixels)	Photographs	4608x3456, 4608x3072, 3456x3456, 4608x2592, 3648x2736, 2592x1944, 2304x1728, 1280x960, 640x480
	Movies*⁵	1280x720, 640x480
Storage Media		SD and SDHC memory cards (up to 32 GB), internal memory (approx. 40 MB); Eye-Fi cards (X2 series) supported
File Format	Photographs	JPEG (Exif version 2.3)*⁶
	Movies	AVI (Open DML Motion JPEG compliant)
	Compression	JPEG baseline compliant
Other Notable Shooting Options		Continuous mode; self-timer with shutter release delay of approximately 10 or 2 seconds and group portrait auto release; framing grid
Other Notable Playback Options		Multi-frame playback, favorites, privacy settings, resize, skew correction, image cropping, slide shows, DPOF print selection
Interface		USB 2.0 (High-Speed) mini-B connector, Mass Storage compatible *⁷, AV output 1.0 Vp-p (75 Ω), HDMI micro output terminal (type D)
Video Signal Format		NTSC, PAL
Power Source		One DB-100 rechargeable battery; AC-U1 USB power adapter
Battery Life*⁸		Approximately 300 shots with DB-100 (Off selected for Sleep Mode) *⁹
Dimensions (W × H × D)		100 mm × 55 mm × 21.3 mm
Weight		Approx. 156 g (includes memory card and supplied battery) Approx. 136 g (camera only)
Water and Dust Resistance		Class 8 JIS/IEC water resistance, class 6 JIS/IEC dust resistance (IP68); can be used underwater to a depth of 3 m for up to 60 minutes at a time
Operating Temperature		0 °C to 40 °C

*1. VGA images only.
*2. Upper and lower limits vary according to shooting and flash mode.
*3. As measured by RICOH using a class 10 Panasonic PRO HIGH SPEED 8 GB SDHC memory card. Frame rate and maximum number of frames vary with shooting conditions and with the type and condition of the storage device.
*4. The options available vary with image size.
*5. Individual movies may be up to 4 GB in size or 29 minutes in length.
*6. Compatible with the Design Rule for Camera File System (DCF, a JEITA standard) and Digital Print Order Format (DPOF). Full compatibility with other devices is not guaranteed.
*7. Mass Storage is supported under Windows XP, Windows Vista, Windows 7, and Mac OSX 10.1.2–10.6.6.
*8. Measured according to CIPA standard. For reference only; actual number of shots varies greatly according to how camera is used.
*9. Approximately 320 shots can be taken when 10 seconds is selected for Sleep Mode.

■RICOH PX Optional Accessories

Product Name	Model Name
Rechargeable battery	DB-100
Battery charger	BJ-10
HDMI cable	HC-1
Protective jacket (white)	PJ-1WH
Protective jacket (pink)	PJ-1PK
Projective jacket (blue)	PJ-1BL
Projective jacket (yellow)	PJ-1YL
Projective jacket (brown)	PJ-1BN
Neck strap (black)	ST-4BK
Neck strap (pink)	ST-4PK
Neck strap (blue)	ST-4BL
Neck strap (green)	ST-4GR
Neck strap (brown)	ST-4BN

■RICOH PX Software

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

■RICOH PX 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 RICOH PX 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 RICOH PX is compatible with Mac OS X 10.1.2 to 10.6.6 by mass storage connection.

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

Mode	Image size	InternalMemory (approx. 40MB)	1GB	2GB	4GB	8GB	16GB	32GB
Normal	16M 4:3	6	153	312	612	1252	2508	5032
Premium shot	14M 3:2	7	173	351	689	1409	2823	5664
(excluding	12M 1:1	8	204	415	815	1666	3339	6698
[Hand-Held	12M 16:9	8	204	415	815	1666	3339	6698
Night Scn] and	10M 4:3	10	242	491	965	1973	3953	7930
[Auction])	5M 4:3	15	373	758	1490	3045	6101	12238
	1M 4:3	43	1059	2118	4160	8505	17039	34181
	VGA 4:3	169	4028	7681	15082	30828	61759	123888
Movie	HD 1280	7 s	3 min.3 s	6 min.14 s	12 min.14 s	25 min.1 s	50 min.7 s	100 min.33 s
	VGA 640	22 s	8 min.55 s	18 min.8 s	35 min.38 s	72 min.50 s	145 min.54 s	292 min.41 s
[S-Cont] / [M-Cont]	16M 4:3	6	153	312	612	1252	2508	5032
Premium shot ([Hand-Held Night Scn])	4M 4:3	19	465	945	1856	3795	7602	15251
Premium shot ([Auction])	1M 4:3	93	2237	4389	8619	17617	35294	70800

*The maximum recording time is the estimated total recording time. The maximum recording time per shooting is 29 minutes. *An SD/SDHC memory card with a Speed Class of 6 or better is recommended when recording movies with [HD 1280] selected for [Movie Size] . *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 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. *Choose image size according to how the picture will be used.

· Impact resistance measured under RICOH test conditions with the camera off and does not guarantee that data or the camera's exterior finish will be free from damage. Do not deliberately drop the camera or subject it to other forms of impact.
· Damage caused by the entry of water, dirt, sand, or other foreign matter or by salt, falls, shocks, pressure, or other non-natural causes while the cover is open is not covered under warranty.

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

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

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