



RICOH GR III Street Edition – Special Limited Kit
The ultimate high-end compact camera to capture the impressive moments of everyday life



Tokyo, June 11th, 2020. RICOH IMAGING presents the RICOH GR III Street Edition Special Limited Kit combining the ultimate snapshot camera in a modern asphalt-like body with exclusive accessories that impressively embodies the commitment to street photography.

The GR III is the latest model in the legendary GR series, which for over 20 years has aimed for the highest image quality and easy handling. Thanks to these features and the specialised design, this high-performance compact camera became a reliable tool in street photography. This is the reason for launching the RICOH GR III Street Edition which features a metallic grey finish and an asphalt-like surface texture along with an orange-yellow lens ring. Limited to 3,500 pieces worldwide, the kit also includes a compact, detachable viewfinder and a genuine-leather hand strap. Both were designed exclusively with a style that compliments this edition. But even without the new look, and far from the streets, the GR III always delivers high quality images in all situations of everyday life.

The RICOH GR III Street Edition Special Limited Kit will be available from July 17th 2020.
The recommended retail price for the kit is 1199,- Euro.

The design of the GR III Street Edition is a clear commitment to street photography, which demands the highest technical performance offered by this camera.

To reflect the rough asphalt of the streets, the camera body has been treated with a metallic grey finish, featuring an elegantly grained texture created by repeatedly spraying layer of droplets when coating the camera body. Although smooth in appearance, this special texture helps to improve the grip of the camera. An eye-catching lens ring in the signature colour orange-yellow accentuates the unique design. In addition to this, the GR III Street Edition is delivered in a Special Limited Kit, which comes with a pair of exclusive accessories. The compact and detachable viewfinder features the identical metallic grey finish of the body. On top the number 28 is imprinted in orange-yellow to highlight the camera's angle of view, which works perfectly for street photography. A dark grey hand strap made of genuine leather with an orange-yellow stopper completes the kit.

With the newly added "Full Press Snap" by LCD setting, the shutter can be triggered using the touchscreen, cancelling the autofocus and fixing the focusing at the pre-assigned Snap Focus distance. This allows for ultimate responsiveness to capture unrepeatable moments, which is the essence of street photography and further highlights the strength of the GR III in this class. To add that finishing touch, an original shutdown screen was created that features the Street Edition logo when the camera is switched off.

This camera provides all the established features of the GR III: speed and easy operation paired with high-performance equipment and perfect image quality in an extremely compact and well-built body. This makes the camera not only an ultimate tool for reportage and snapshot photography, but also a reliable companion for all those who want to bring their passion for photography to the streets every day.

Availability and price

The RICOH GR III Street Edition in metallic grey, is limited to 3,500 pieces worldwide and will be available from July 17th 2020. RICOH GR III STREET EDITION SPECIAL LIMITED KIT includes

- 2x rechargeable battery DB-110
- External Viewfinder GV-2 (SE)
- Genuine leather hand strap GS-2 (SE)
- Orange-Yellow Ring Cap GN-1 (YO)

The recommended retail price is 1199,- Euro.

Contact details for enquiries

[\[add contact details\]](#)

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Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras, and industrial systems. Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 2,008 billion yen (approx. 18.5 billion USD). For further information, please visit www.ricoh.com

| About Ricoh Imaging Europe S.A.S |

RICOH IMAGING EUROPE S.A.S. is the leading supplier of recreational and professional imaging equipment, with a long standing brand heritage. It's product range is extensive and includes state of the art digital SLR, covering a large spectrum of interchangeable lens systems such a medium format, full frame and APS-C sensor sizes. In addition, it supplies expert compact cameras (GR series), and outdoor compact cameras (WG series), high performance lenses and accessories as well as an extensive range of binoculars and spotting scopes, suitable for a variety of activities (Pentax series). Ricoh is also a pioneer in the manufacturing of 360° imaging devices that encapsulates fully spherical scenes (Theta series). For further information, please visit: www.ricoh-imaging.eu

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