

# RICOH



f=255mm 1/310sec F5.2 ISO100 EV+1.0 WB: AUTO

# CX3

28-300mm Optical 10.7x Zoom  
Smooth Imaging Engine IV  
CMOS Image Sensor  
3.0-inch 920,000-dot VGA LCD monitor



Low-light scenes of startling clarity.

A new generation of high-sensitivity and low-noise performance.

No longer be limited by low light. The "all day" high-image-quality compact: CX3



f=28mm 1/21sec F3.5 ISO1600 EV±0 WB:Multi-pattern AUTO

**Breathtakingly pure beauty with each shot.**

**Breakthrough noise reduction function** **NEW!**

The CX3 uses the noise reduction algorithm introduced on the GR DIGITAL III. Performing noise reduction processing on the signal immediately after it is output by the back-illuminated CMOS sensor makes it possible to effectively reduce the noise that tends to occur in images shot at high-sensitivity settings. Fine details, smooth tonality, and vibrant colors are faithfully reproduced in clear, beautiful pictures. As a result, compared to past models, there has been a remarkable increase in image quality performance when shooting low-light scenes.

\*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.



f=43mm 1/64sec F4.2 ISO1600 EV±0 WB:Multi-pattern AUTO



## Clear images shot freely from wide-angle to telephoto. 28-300 mm 10.7x optical zoom

Ricoh's original retracting lens system made it possible to fit the high-magnification 10.7x 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 powerful telephoto shots as well as wide-angle shooting of both expansive landscapes and interior scenes with limited distance between camera and subject. In addition, the CX3's ability to shoot high-quality images at high sensitivity levels enables you to use telephoto photography to faithfully capture the joy, surprise, and excitement of a scene without worrying about blur.

10.7x



28 mm wide-angle



300 mm telephoto

## Person? Landscape? Close-up? The CX3 will decide. Scene auto mode (S-AUTO) **NEW!**

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.



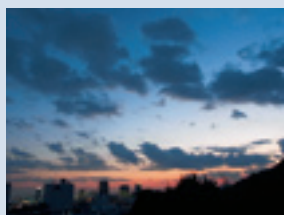
Portrait



Landscape



Macro



Nightscape

Night portrait

Sports

## Beautiful Experience subtle contrasts of light and shadow

### A wider range of expression, from dark places to bright ones. Advanced image processing performance **NEW!**

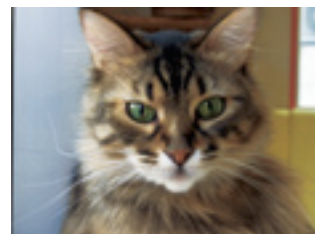
By combining the image processing engine Smooth Imaging Engine IV with a back-illuminated CMOS sensor capable of capturing bright images in low light, the CX3 achieves greater picture quality when shooting dark indoor scenes and night scenes. In addition, the pixel output interpolation algorithm reduces whiteout even in high-contrast scenes, thereby reproducing the beauty actually there. With the CX3's advanced shooting functions, you can capture in the photograph the same excitement seen with your eyes.



## Fun & Easy Enjoy great quality images every day

### Pro techniques for you to use. 13 Scene modes **ENHANCED!**

Easy-to-use scene modes provide shooting techniques to match the scene. The CX3 adds a "pets" mode that will optimize focus for a cat's face when one is detected. You can select from a total of 13 scene modes, including the popular "miniaturize" mode.



Pets **NEW!**



Miniaturize

- High-contrast B&W
- Portrait
- Manner
- Nightscape
- Night portrait
- Landscape
- Sports
- High sensitivity
- Zoom macro
- Skew correction
- Text

## Creative The freedom to shoot in an instant or a

### Don't let that scene get away. High-speed continuous shooting of approx. 5 frames/sec. at maximum pixels.

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.

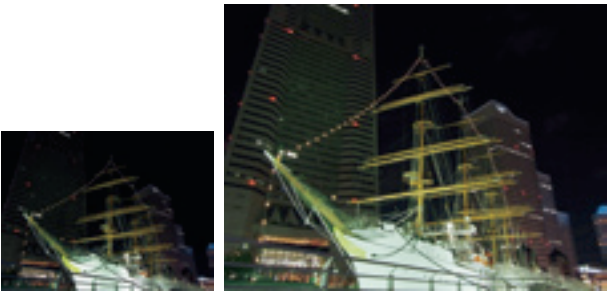
\*Continuous shooting speed will vary depending on shooting conditions, card type, card condition, etc.



## nd color. "Imaging power"

### No overexposure, no underexposure. Just the beauty as you feel it. Dynamic range double shot ENHANCED!

Overexposure and underexposure are effectively suppressed by shooting, consecutively at high speed, two still images with different exposures, and then recording an image that combines the properly exposed portions of each. This is very effective in scenes that contain large differences in brightness. You can easily enjoy up to a maximum equivalent to 12 EV of dynamic range expansion by selecting from among the five settings: AUTO and four levels ranging from "Very Weak" to "Strong." Using the CX3's "Highlights," "Shadows," and "Off" (no priority) options to specify the priority tone range will enable you to faithfully record the beauty you felt the instant the photo was taken.



Normal shooting

Dynamic range double shot mode

## ay. "Playful heart "

### Control photo "feel" with the aspect ratio. Diverse aspect ratios NEW!

In addition to an aspect ratio 1:1 mode for square-format images like those of medium format cameras, the CX3 adds a 16:9 mode convenient for photo viewing on a wide-screen television. Enjoy the subtly different expressive feel these dimensions create.



Aspect ratio 16:9

### Corrects for even slight hand-motion blur. Image sensor shift image stabilizer

The image sensor shift image stabilizer function reduces the hand-motion blurring that tends to occur in situations such as telephoto and macro shooting. When blurring is detected, the CMOS sensor automatically compensates by shifting in a direction that eliminates the blur.

\*Not guaranteed to work in all photographic conditions.

## at 1 cm. "Power of expression"

### Close-ups 1 cm from subject. Macro shooting functions

Using photo expression techniques such as background blurring, capture a beautiful world that goes unnoticed until it is magnified. 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.

### Support for shooting creativity. AE/AF target shift functions

In both normal and macro shooting, the AE (exposure) and AF (focus) targets can be shifted alone or together to any position on the screen.

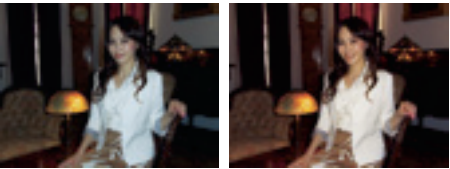


Change the target point without changing the camera angle!

\*Simulated image.

### Natural colors for both subject and background. Multi-pattern auto white balance

When shooting indoors with flash or when shooting scenes with both sunlight and shadow, multi-pattern auto white balance sets the white balance to fit the light source of each segregated area. Compared to the past method of using an average setting for the entire image, this reproduces color tones closer to those seen by the eye.



WB: AUTO

WB: Multi-pattern AUTO

Take a look at the facial color tone

### Reproduce the fine gradations of light and color. Large 3.0-inch 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.



\*Simulated image.

### Quick and accurate camera leveling. Electronic level

Using the level sound and the level indicator shown on the picture display, you can confirm that the image is level. This is convenient when shooting landscapes, buildings, and other subjects where tilting can be a problem.



\*Simulated image.

### The excitement of movement captured in beautiful high image quality HD movies. 1280×720 pixel HD movies NEW!

CX3 high image quality extends to movies as well as still photographs. It can shoot 1280 × 720 pixel high-resolution HD movies at 30 frames per second. This brings new possibilities for movie enjoyment, such as viewing your CX3 movies on a large-screen TV.

## Other major features

- **M-continuous plus (10M/2M)**  
Saves consecutive images shot before the finger is removed from the shutter release button.
- **120 frame/sec. ultra-high-speed continuous shooting.**  
Ultra-high-speed continuous shooting of 120 images in either 1 or 2 seconds (times approximate).
- **Multi-target AF**  
High-speed consecutive shooting with the camera automatically selecting five focal distances based on the subject.
- **Face-Priority AF NEW!**  
The camera detects faces and gives them priority in focusing.
- **Extensive bracketing functions**  
Auto bracketing, color bracketing, white balance bracketing, and focus bracketing.
- **My Settings mode**  
If you register your preferred settings, they can be called up by just turning the mode dial.
- **Level compensation**  
The brightness and contrast of still images can be corrected in the camera.
- **White balance compensation**  
The color tone of still images can be corrected in the camera.
- **Image flag**  
Up to 20 image files in the camera can be flagged for quick display.
- **"Today's Shot" display function**  
The number of pictures taken that day is displayed when the power is turned off.





f=28mm 1/350sec F3.5 ISO100 EV±0 WB : Multi-pattern AUTO

**On the same road as always, your scene for today.**

# Capture your Emotion

The sun is setting, but more than the sky, it is the shadow you find beautiful.

Flowers in bloom, you decide to photograph their sweet scent.

With each scene, your fresh sensibility is even more refined.

Capture your Emotion

You too can be someone who gets the shot they want.

\*Focal length indicated are 35mm film camera equivalents.



Black



Violet



Two-tone (Light Gray x Pink)

## &lt; Accessories included &gt;

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

\* Software manual supplied on CD-ROM

## ■ CX3 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)
	Digital: 4.8x up to 51.4x (equivalent to 1440 mm) when used with optical zoom
	Auto Resize: 5.7x** up to 61.0x** (equivalent to 1710 mm) when used with optical zoom
Focus Mode	Multi AF (contrast AF method) / Spot AF (contrast AF method) / Face-Priority / Continuous AF / Multi-Target AF / Manual Focus / Fixed Focus (Snap) / Infinity (AF auxiliary light)
	Image sensor shift method image stabilizer
Image stabilizer	Shutter Speed *1
	Still image
Continuous Shooting	Movie
	1/30 - 1/2000 sec.
Continuous Shooting	Continuous shooting speed**
	Approx. 5 frames/sec. (10M, 4:3F shooting time; shooting speed after 12 pictures is approx. 3 frames/sec.)
Exposure Control	Continuous shooting capacity
	999 pictures
Exposure Control	Exposure metering mode
	Multi (256 segments), Centre Weighted Light Metering, Spot Metering
Exposure compensation	Exposure mode
	Programme AE
ISO sensitivity (Standard Output Sensitivity)	Exposure compensation
	Manual Exposure Compensation +/-2.0EV (1/3EV Steps), Auto Bracket Function (-0.5EV, ±0, +0.5EV)
White Balance Mode	AUTO / ISO80 / ISO100 / ISO200 / ISO400 / ISO800 / ISO1600 / ISO3200
	AUTO / Multi-Pattern AUTO / Outdoors / Cloudy / Incandescent / Incandescent 2 / Fluorescent / Manual / White Balance Bracket Function
Flash	Built-in flash mode
	Auto (during low light and when the subject is backlit), Red-eye-Reduction, Flash On, Slow Synchro, Flash Off
Flash	Built-in flash range
	Approx. 20 cm - 4.0 m (Wide), approx. 28 cm - 4.0 m (Telephoto) (ISO Auto / ISO1600, from the front of the lens)
Flash	Flash compensation
	+/-2.0EV (1/3EV Steps)
Monitor	3.0-inch Transparent LCD (approx. 920,000 dots)
	Auto Shooting Mode / Scene Auto Mode / Dynamic Range Double Shot Mode / Continuous Shooting Modes (Continuous / M-Continuous Plus / Ultra-High-Speed Continuous) / Scene Modes (Portrait / Sports / Pet / Night Portrait / Landscape / Nightscape / High Sensitivity / Discreet Mode / Zoom Macro / High-Contrast B&W / Miniaturize / Skew Correction / Text) / My Settings Mode / Movie Mode
Picture Quality Mode**	F (Fine) / N (Normal)
	No. of Pixels Recorded
Still image/Multi-Picture	3648x2736, 3648x2432, 2736x2736, 3648x2048, 2592x1944, 2048x1536, 1728x1296 (Multi-Picture only), 1280x960, 840x480
	Movie
Text	1280x720, 640x480, 320x240
	3648x2736, 2048x1536
Recording Media	SD memory card
	SDHC memory card (up to 32 GB), Internal memory (approx. 88 MB)
Recording File Format	Still Image
	JPEG (Exif ver. 2.21) *5
Multi-Picture	CIPA DC-007-2009 Multi-Picture Format
	Movie
Compression method	AVI (Open DML Motion JPEG Format compliant)
	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
	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
	Grid View, Enlarged Display (maximum 16x), Resize, Level Compensation, White Balance Compensation, Trim, Flag, Slideshow, DPOF Setting
Interface	USB 2.0 (High-Speed USB) Mini-B, Mass storage compatible** / AV Out 1.0Vp-p (75Ω)
	NTSC, PAL, switchable
Video Signal Format	Power Supply
	Rechargeable Battery: DB-100 x1
Battery Consumption**	Based on CIPA Standard: Using the DB-100, approx. 310 pictures (when LCD Dim is on)**
	External Dimensions
Weight	101.5 mm (W) x 58.3 mm (H) x 29.4 mm (D) (according to CIPA guidelines)
	Approx. 206 g (including the supplied battery and SD memory card), Approx. 185 g (body only)
Operating Temperature Range	Approx. 206 g (including the supplied battery and SD memory card), Approx. 185 g (body only)
	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 which 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 2000, Windows XP, Windows Vista, Windows 7, Mac OS9.0-9.2.2, and Mac OS X10.1.2-10.6.1.

\*7. Shooting capacity was measured using CIPA-standard parameters. This is only an estimate, and performance may vary according to usage conditions.

\*8. When LCD Auto Dim is off: approx. 290 pictures

## ■ CX3 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
Cable switch	CA-1

## ■ CX3 Software

	Windows® 7	Windows Vista®	Windows XP	Windows 2000
1.DL-10	○	○	○	○
2.Irodio Photo & Video Studio	○	○	○	○
3.Adobe Reader	×	○	○	○

\*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 10.4-10.6.1).

## ■ CX3 System Requirements

	Windows
Operating system	Windows 2000 Professional Service Pack4
	Windows XP Home Edition Service Pack 3 / Professional Service Pack 3
CPU	Windows Vista Service Pack 2 / Windows 7
	Windows 2000 / Windows XP: Pentium®III 500MHz or more, Windows Vista / Windows 7: Pentium®III 1GHz or more
Memory	Windows 2000 / Windows XP: 256MB or more, Windows Vista: 512MB or more, Windows 7: 1GB or more
Available disk space on hard drive at installation time	160MB or more
Display Resolution	1024x768 dots or greater
Display Colors	65,000 colors or greater
CD-ROM Drive	A CD-ROM drive compatible with the above-mentioned computer
USB Port	A USB port compatible with the above-mentioned computer

\*When the CX3 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. \*The 64-bit OS version is not supported. \*The CX3 is compatible with MAC OS 9.0 to 9.2.2 and Mac OS X 10.1.2 to 10.6.1 by mass storage connection.

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

Mode	Image size	Internal Memory (8MB)	1GB	2GB	4GB	8GB	16GB	32GB
Still	10M 4:3F	22 images	242 images	491 images	965 images	1973 images	3953 images	7930 images
	10M 4:3N	38 images	414 images	842 images	1653 images	3379 images	6769 images	13579 images
	7M 3:2F	25 images	272 images	553 images	1087 images	2222 images	4452 images	8930 images
	7M 1:1F	30 images	323 images	653 images	1284 images	2624 images	5257 images	10546 images
	5M 16:9F	30 images	323 images	653 images	1284 images	2624 images	5257 images	10546 images
	5M 4:3F	34 images	373 images	758 images	1490 images	3045 images	6101 images	12238 images
	5M 4:3F	54 images	581 images	1182 images	2321 images	4744 images	9503 images	19063 images
	11M 4:3F	98 images	1059 images	2118 images	4160 images	8505 images	17039 images	34181 images
	11M 4:3F	402 images	4316 images	8778 images	17237 images	35231 images	70579 images	141581 images
	10M 4:3F	22 images	240 images	487 images	957 images	1957 images	3922 images	7867 images
	10M 4:3N	38 images	406 images	830 images	1631 images	3333 images	6678 images	13396 images
	7M 3:2F	25 images	269 images	548 images	1077 images	2202 images	4412 images	8851 images
Still (When [Focus] is set to [Multi-target AF])	7M 1:1F	29 images	319 images	647 images	1270 images	2596 images	5202 images	10435 images
	5M 16:9F	29 images	319 images	647 images	1270 images	2596 images	5202 images	10435 images
	5M 4:3F	34 images	368 images	749 images	1471 images	3008 images	6026 images	12089 images
	11M 4:3F	53 images	570 images	1159 images	2277 images	4654 images	9324 images	18704 images
	11M 4:3F	94 images	1023 images	2047 images	4022 images	8221 images	16471 images	33042 images
	11M 4:3F	352 images	3776 images	7681 images	15082 images	30828 images	61759 images	123888 images
	10M 4:3	38 images	414 images	842 images	1653 images	3379 images	6769 images	13579 images
	10M 4:3	99 images	1078 images	2194 images	4309 images	8609 images	17647 images	35402 images
	10M 1280	17"	33"	614"	1214"	251"	507"	10033"
	7M 640	50"	855"	169"	3538"	7250"	14554"	29241"
	5M 320	21"	2139"	442"	8628"	17644"	3543"	71013"
	10M 4:3N	38	414	842	1653	3379	6769	13579
M-Cont Plus	10M 4:3N	133 images	1438 images	2926 images	5746 images	11745 images	23330 images	47202 images
	10M 4:3N	705 images	7553 images	15359 images	30159 images	61643 images	123489 images	247716 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](http://www.ricoh.com/r_dc)


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• Mac OS is a registered trademark of Apple Computer, Inc. in the U.S.A. and other countries. • Compatible with SEIKO EPSON CORPORATION PRINT Image Matching III. • The SDHC logo is a trademark. • The SD logo is a trademark.

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