F1.9 New GR LENS
GR DIGITAL III
What this “eye” sees is the greatest ever GR image quality.

Nothing stimulates a photographer’s artistic instincts like a great lens, and
the GR Lens boasts surpassing sharpness and low distortion.
The story of the pocket-size professional camera enters a new chapter
with the photographer’s creativity set free.
The enlightened eye opens: GR DIGITAL III.

Enter a new dimension of high image quality and shooting flexibility:
The new 28 mm/F1.9 GR Lens

Seeking the photographer's ideal lens: F1.9
As photography lovers themselves, the developers focused all their passion and creative vision on
the creation of a new lens of unprecedented power: the 28 mm/F1.9 GR Lens. It image quality is the priority, set a lower-than-ever ISO
sensitivity. If capturing a shutter chance is the priority, set a higher-than-ever shutter speed.
F1.9 expands the freedom and scope of your photographic expression.

High performance in low light:
10 megapixel CCD
With the new CCD, rather than increasing the number of pixels, we have about doubled
sensitivity compared to the previous model (GR DIGITAL II). Even at ISO 200, imaging
performance is at or above the old ISO 100 level. This higher ISO sensitivity makes a clear
difference in image quality.

Pixel output interpolation
algorithm prevents whiteout
The pixel output interpolation algorithm is Ricoh’s original image processing technique.
Comparing the output of each pixel, the algorithm interpolates image data in whiteout
areas. This expands dynamic range by up to +1
EV equivalent. Using this extensive data to
generate the JPEG, even for 8-bit (256-tone) images, it is possible to create a more “real”
look with less whiteout than in the past.

Imaging revolution:
Multi-pattern auto white balance
In scenes mixing multiple light sources—such as
sunlight and shadow, ambient light and flash—the
optimum white balance of each is determined
by segmenting the image. For both subject and
background, you get well-balanced coloration
closer to what you saw while shooting.

Enhanced image settings
Individual color settings have been added to the
image settings. For each color (orange, green, sky blue, red, and magenta), hue and saturation
can be set at five levels so you get the
coloration you want. In addition, with the “Vivid”
setting, you can easily shoot intense
high-saturation images.

Pride of the GR series:
Superb optical performance
So how was this lens able to control the various
types of aberrations that increase as the aperture
increases? While maintaining a basic configuration
optimized for thin storage, frame aberration was
reduced by adding two elements in one group to
the rear. In addition, three special low-dispersion
lenses were used to achieve high resolution and
contrast while minimizing color aberration. The
use of two high-precision aspherical lenses made
distortion almost unnoticeable. In order to create
this ultra-high precision and high-performance
lens, highly precise manufacturing processes and
an exclusive control system were newly
developed. It was dedication and tenacity that
gave birth to this jewel of a lens.

New macro mode system controls field curvature
Minimum shooting distance is approx. 1 cm. A new
system was adopted in which one part of a lens
group which does not move during normal focusing
is shifted into a special position for close-up
photography. This corrects the field curvature
that tends to be a problem in close-up shooting
with retro-focus wide-angle lenses. The result is
superb imaging power across the entire photo.

Every scene beautifully rendered.
Imaging performance for “real” photographs.

GR ENGINE III for high image quality
Newly developed image processing engine GR
ENGINE III enables precise noise reduction by
processing the signal close to its CCD-output state.
Various types of noise are effectively reduced while
maintaining resolution and color saturation. Color
reproduction and tonal gradation performance has
also been significantly improved.
Has there ever been a camera where the scene — in the photo was this close to the scene in life?

Well-honed quick shooting capabilities. GR understands the camera’s mission.

Fast AF is strong in low-light situations
Smooth, quick AF is possible even in low-light scenes where contrast detection is necessary and focusing is generally slow. The excellent focusing response enhances shooting.

Full Press Snap to grab that shutter chance
With the quick-shooting function, AF operates when the shutter release button is pressed halfway, but for a one-push full-press, the photo is taken at a set focal distance. (1m/2.5m/5m/∞).
This distance setting can be easily changed. Since the AF does not operate for a one-push full press, you will not miss the moment.
*ON/OFF can be selected. This setting is only possible when focus is set to Multi-AF or Spot AF.

Pre-AF shortens focusing time
Even if the shutter release button is not pressed halfway, focusing follows the subject’s movement. The pre-AF action accelerates focusing time.
*ON/OFF can be selected. This setting is only possible when focus is set to Multi-AF or Spot AF.
*On setting consumes battery power faster than OFF.

RAW evolution: Continuous shooting and high write speed.
With the expansion of buffer memory, continuous shooting of up to five images is possible even for RAW. This facilitates bracketing as well as the shooting of quickly moving subjects. The RAW card write speed has also been accelerated (under 3 seconds per image). These specs will help reduce your “shooting stress.”
*When noise reduction is DHR. When it is Weak or Strong, the maximum is four images.
Direct operations increase speed and flexibility. Enhanced operability responds instantly to your will.

My Settings expanded to three sets
By just turning the mode dial, you can use My Settings to instantaneously switch to many different shooting functions. The number of sets which can be assigned has been increased to three so you can handle a wider range of shooting situations and creative intentions.

New facility: My Settings Box
Up to six My Settings sets can be stored in the My Settings Box. Then you can just choose the set you need and quickly assign it to MY1, MY2, or MY3. You can also name each set yourself to make it easy to choose the correct one.

Direct operation enhanced with two Fn buttons
There are now two Fn (function) buttons for one-push access to necessary functions. Assign frequently used functions to each to increase direct operability.

Operation function customization
To give the individual photographer the most natural operation feel, functions can be assigned to the up-down dial and the ADJ. lever. Increase shooting/playback flexibility by creating intuitive operations that minimize finger movement.

A true tool becomes part of the hand. Pride of the GR series: Traditional design.

Magnesium body for superior reliability
A light and highly rigid magnesium alloy is used for a body that has strong shock resistance and durability. It also has excellent heat radiation and magnetic shielding characteristics, important features for a digital camera. This is a camera that can stand up to a photographer's "tough use," providing both reliability and high operation precision.

GR Design: Excellent portability and grip feel
The GR DIGITAL III inherits a traditional design born to carry out the camera's true mission of always being ready for the next shutter chance and reliably recording the result. Keeping the same pocketable form and hand-clinging grip, careful attention was given to enhancing operability and quality.

Responsive to your sensibilities and creative process, this will be your favorite camera.

Large, high-definition 3.0-inch VGA LCD panel
LCD panel visibility was further improved with VGA high resolution and an expansive 3.0-inch size. The sRGB comparison for color reproduction range is 100%. This has significantly improved the visual reality of the image during framing, the ability to search images and check shooting data, and the ease of making function settings.

Expandability liberates your creative spirit.
To a wider, brighter world...

Newly developed system accessories
In addition to the 21 mm wide conversion lens (GW-2) and the hood and adaptor (GH-2, G-43mm), there are soft cases (GC-3 and GC-4 [GW-2 external VF compatible]) and an exclusive new external flash (GF-1) which can handle TTL flash using pro-flash.

Function-enhancing firmware
This is a camera to be used long and well so via firmware updates we regularly provide function improvements and newly introduced functions. GR DIGITAL cameras evolve in response to photographer requests.

* The latest firmware version can be downloaded from the Ricoh website page below.
  
  http://www.ricoh.co.jp/idownload

Other new functions
  • Dynamic range double shot • Shutter speed priority AE
  • Manual flash/sync setting • AE/AF target shift
  • Grid line display (3 types)

Main inherited functions
  • Electronic level • S-continuous/A/A-continuous shooting
  • Data display mode

System diagram

- Ricoh Options  • general purpose
- *Hood & adaptor are required (43mm diameter lens), instructions should be directed to the original manufacturer.
- *When using the external viewfinder, a larger portion of the view is blocked when a conversion lens or the hood is attached.
- *When a conversion lens or the hood is attached, the camera's built-in flash cannot be utilized.
- **Included with the camera.

* When the 21 mm wide conversion lens (GW-2) is used, the hood and adaptor (GH-2) are necessary.

GR DIGITAL III and GR DIGITAL III hood and adaptor (GH-2), 21 mm wide conversion lens (GW-2), and 40 mm teleconversion lens (GF-1) cannot be used.