

# GX200

# RICOH



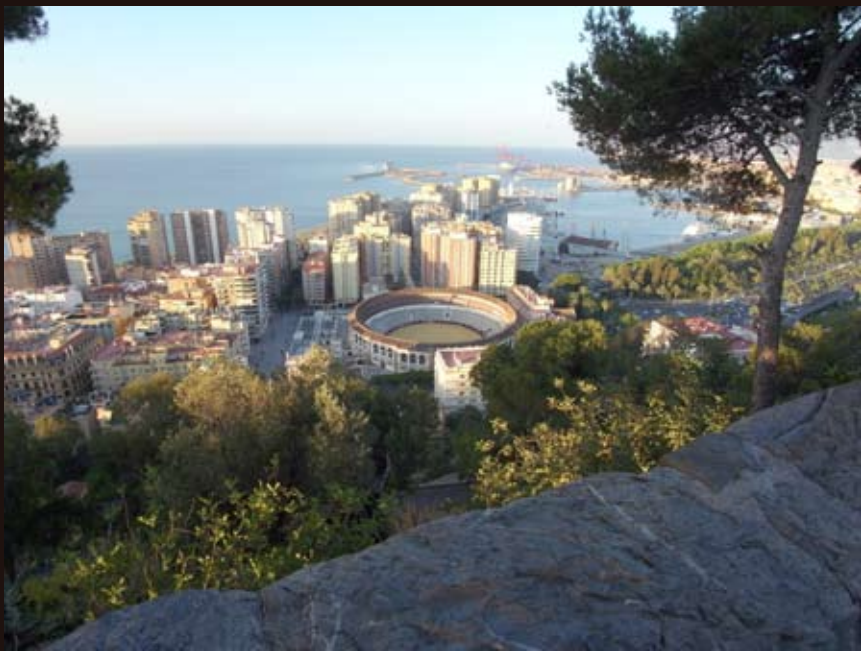
f=24mm, 1/17sec, F9.1, ISO100, EV±0, no trimming

24-72mm/F2.5(W)-4.4(T), 1/1.7 inch type 12 Megapixels CCD

All lens focal lengths indicated in this catalog are 35mm camera equivalent values.



f=72mm, 1/330sec, F4.4, ISO100, EV±0, no trimming



f=19mm (with use of wide conversion lens DW-6), 1/97sec, F5.7, ISO100, EV+0.3, no trimming

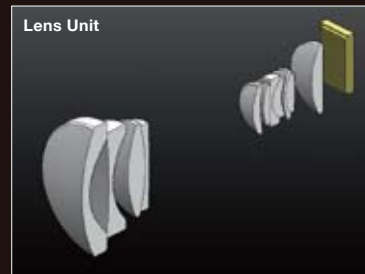
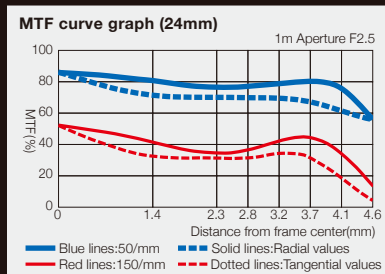
### Evolved 24-72mm zoom lens for controlling flare

The optical 3x super-wide zoom lens, effectively controls curvature aberration, boasts superior resolution and high contrast.

It is the "eye" of the GX200, achieving both compactness and depiction ability at a high level by employing aspheric, special low-dispersion glass and high refractive index low-dispersion lens elements.

Through fine tuning, it controls flare that can occur when shooting backlit subjects compared to GX100.

Superior optical performance is exhibited regardless of lighting conditions and focal length.



## To fully experience the beauty of photographic expression.

A super wide-angle high performance 24-72 mm/f2.5 (wide) – f4.4(telephoto) zoom lens with superb optical performance comparing favorably to SLR interchangeable lenses.

Attach the unique tilting electronic viewfinder, linked to the focal distance to zoom and frame your subject with the feel of an SLR or medium format camera and add GX200 host of versatile accessories to enter a wider realm of creative photography.

For the photographer who knows the depth and joy of photographic expression, the GX200 transcends the limitations of a compact camera.



### Wide/telephoto conversion lens that enables a greater variety of expressions

Attach the high quality conversion lens (DW-6) to achieve 19mm ultra wide-angle for sharpness and intensity of wide-angle photography. This lets you enjoy more impressive expressions including landscapes employing a wide lens angle and portraits with heightened perspective. Furthermore, a 135mm focal length is covered at the telephoto end with the telephoto lens (TC-1) attached. Just the right amount of blur and the compression effect that reduces the sense of distance between subject and background enables eye-catching expression.

\* DW-6 and TC-1 are sold separately.

\* While a wide conversion lens or telephoto conversion lens is attached, the internal flash can't be used because vignetting may occur.

\* Vignetting may occur on part of the image if the zoom position is other than at telephoto end when while the telephoto conversion lens is attached.



f=24mm, 1/1000sec, F3.6, ISO100, EV±0, no trimming

Advanced digital technology changes creativity.



f=24mm, 1/500sec, F6.5, ISO400, EV±0, no trimming

#### **A new imaging engine with great resolution and greatly reduced noise**

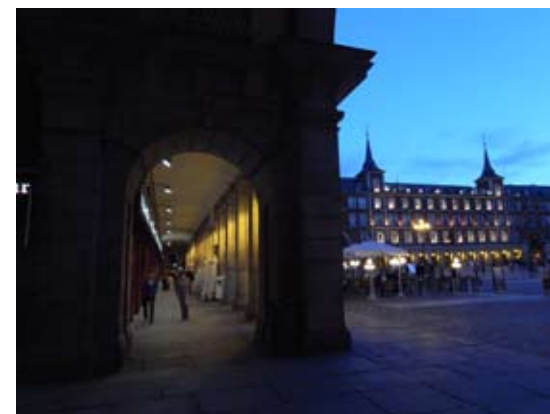
Sharp images all the way to the picture's edge with natural gradations and coloration even in high-sensitivity shooting situations: that is the power of the SIE III image processor. With thorough noise reduction measures in both its circuit design and algorithms, the GX200 effectively eliminates noise without sacrificing resolution or saturation.

#### **Effective 12 megapixel CCD boasting high resolution and a high S/N ratio**

A 1/1.7" CCD with 12 megapixels faithfully reproduces the world as seen. The result is superb images high in resolution and low in noise, with rich gradation expression from highlight to shadow.

#### **Noise reduction ON or OFF depending on sensitivity**

It is possible to set the noise reduction function ON/OFF according to the shooting environment. Since the noise reduction can be set to turn on at a specific ISO sensitivity level—such as OFF for low sensitivity and ON for ISO401 and above—noise reduction can be fine tuned to the photographer's style.



f=24mm, 1/13sec, F5.7, ISO400, EV±0, no trimming, noise reduction ON

### Distortion compensation function supporting full use of wide-angle lenses

The GX200's high-performance optics compensate for distortion well. But a distortion compensation function is also provided if image distortion is still a problem. That way you can more easily enjoy the attraction of wide-angle lens. The function can be turned on or off at will. And it also exhibits its abilities when a wide conversion lens is attached.

\* Lens angle changes when distortion compensation is on.

### Electronic level enables fast and precise camera levelling

Keeping the camera level with respect to the subject is a basic requirement for making full use of a wide-angle lens. That's why the GX200 has an internal electronic leveller which lets you view the horizontal or vertical indicator while watching the LCD display. The photographer can quickly ensure that shots are aligned horizontally and vertically. The level indicator can also be viewed with the electronic viewfinder (in both normal and tilted positions). This makes it possible to concentrate on shooting without taking your eye off the subject.



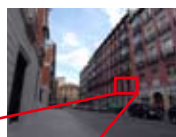
With leveling

### Automatic brightness level compensation function a strong tool for high contrast scenes

Even in scenes with backlighting and extreme contrast, by automatically controlling brightness distribution, the GX200 limits whiteout while reducing loss of detail in dark areas. This makes it possible to create natural-looking images closer to what the eye sees. With rich gradations

in areas of both high and low brightness, this function meets the expectations of the photographer's aesthetic vision. Compensation can also be done in playback mode.

#### •Automatic brightness level compensation function



Automatic level compensation function: ON



Automatic level compensation function: OFF

### White balance compensation for "just right" color

White balance is a major factor in determining coloring and the impression that a photograph makes. The GX200 allows for fine tuning of the white balance compensation when taking pictures while viewing the LCD display or electronic viewfinder. Compensation can be done on the blue/amber or magenta/green scales according to the light source. Compensation can also be done in playback mode.

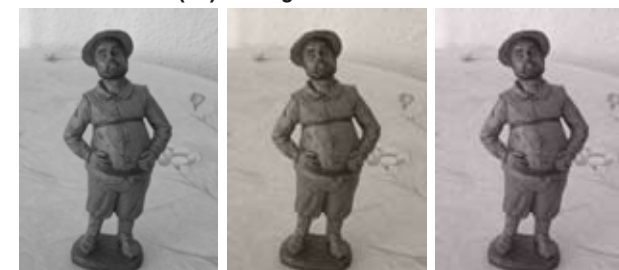


### Black & White (TE) settings for richly flavoured monochrome works

Using the B&W (TE: Toning Effect) settings, fascinating duotone-style monochrome works are possible. Color choices for toning effects are

red, blue, green, sepia, or purple; and color depth, contrast, and sharpness can also be adjusted.

#### •Black & White (TE) settings



MONOCHROME

SEPIA

RED



PURPLE

BLUE

GREEN

### Color bracketing simultaneously shoots multiple images for varied impressions

With one shutter push, three images—color, B&W, and B&W (TE)—are recorded. Works with a diverse feel can be easily created without post-shooting image processing.

#### Other main functions

- The camera shake correction function (CCD-shift type) expands possibilities for hand-held shooting.
- Great for photos to go in blogs, the 1:1 aspect ratio mode lets you enjoy your own unique picture composition (shooting in RAW possible).

We have come this close to achieving a camera that accurately expresses the intention of the photographer.



f=72mm, 1/80sec, F4.4, ISO100, EV±0, no trimming

#### **AE/AF target shift that allows for creative flexibility**

The AE/AF target can be shifted in both macro and normal shooting. Focusing and exposure setting can be done independently by shifting either the AE or AF target to the position anywhere on the screen you want it. And spot AE at the focused position is also possible by shifting the AE and AF targets simultaneously. This function comes in handy when the camera is fixed to a tripod.

#### **Continuous shooting functions for fast reaction**

With its new high-volume buffer memory, the GX200 can do exposure auto bracketing and continuous shooting of up to five images, even in high-image-quality RAW, giving shooting abilities approaching SLR levels.

#### **Subtle light effects with light intensity adjustment and manual flash functions**

Light intensity of the built-in flash can be adjusted across a wide range (-2 to +2 EV). This is helpful for controlling subject-background balance in both macro and normal shooting situations. Moreover, manual flash where light intensity is freely set (in 1/2 EV increments) is also possible. And you can enjoy a range of creative flash photography such as rear curtain and front curtain synchronization, which are useful for creating a trail of light in the image.



f=24mm, 1/64sec, F2.5, ISO100, EV±0, no trimming

### Aperture auto shift to secure appropriate exposure automatically

If there is overexposure at the set aperture value when in aperture priority mode, the aperture value can be automatically adjusted. You can just leave it to the camera in times such as when the subject moves between shadow and sunlight or the weather changes suddenly.

### Up to three "My Setting" mode options can be defined

With "My Setting" mode, frequently used shooting settings can be preset and switched to in an instant. With the GX200, the number of options has been expanded to three. It is also possible to change the shooting mode from the shooting menu, so there is no need to go to the trouble of revising custom settings each time.



### Function button for one-push switching between functions

Two Fn (function) buttons enable direct changes reflecting the photographer's preferences. One-push mode change functions are assigned to each button. For instantaneous switching, pre-select and register frequently used functions such as picture quality mode and AF mode. Don't let sudden photo chances get away.



[ Fn button settings possible ]

AF⇔MF (combined with AF lock) / Snap⇔AF/AE Lock / JPEG⇒RAW / Color⇒B&W (TE) / target shift / Various photography settings menu (exposure compensation, white balance, WB compensation, ISO, picture quality, focus, picture settings, metering, continuous shooting, auto bracketing, light intensity adjustment, manual flash)

### Large, vivid high-resolution 2.7-inch 460,000 dots HVGA LCD display

The new high-resolution LCD display vividly presents image detail. The wide

field of view (160 degrees both vertically and horizontally) gives the feel of "free angle" shooting, and the high contrast gives great visibility even outdoors. The 1/20-size image display function looks great on the high-definition screen and is convenient for quickly finding one image among many.

### Full line of accessories to expand the world of expression

Compatibility has been maintained with GX100 accessories. You can use accessories such as the removable tilting LCD viewfinder with 100% field of view. Expandability is further heightened with the addition of a newly developed telephoto conversion lens and automatic hinged lens cap. The GX200 is a compact camera functionally complete in itself. But used with accessories, it becomes a system camera that expands the range of expression. Merging those strengths creates an ingenious camera system.



### Other main functions

- Macro mode for close-up photography up to 1 cm at the wide end and 4 cm at the telephoto end.
- Three types of light metering (multi, center weighted, and spot) help create expressive shadows
- Extensive scene modes (movie, portrait, sports, landscape, nightscape, text, skew correction, and zoom macro)
- Exposure modes to stimulate creativity (program shift, aperture priority, and manual exposure)
- Select playback screen that allows you to choose whether the electronic viewfinder or LCD display has priority in playback mode.
- An auto rotate function for easier image viewing
- An ADJ lever used to seamlessly call up, make, and confirm function settings
- A special rechargeable battery can take up to about 350 pictures (based on CIPA standards)
- AAA batteries and an AC adaptor (option) can also be used

