

R50

RICOH



10-million pixel CCD and 5x optical zoom



36mm



180mm

Equipped with a 36 mm -180 mm 5x optical zoom, the R50 lets you take both panoramic landscape shots and intimate portraits with stunning image quality. Featuring a high-performance CCD packing 10 million effective pixels, it also delivers exceptionally high-resolution images, which means you can capture the smallest detail-without compromising either focal length or picture quality.

Sample photos have all been taken by R50. The focal length of the lens used within this catalogue is equivalent to that of a 35mm camera.

Elegantly designed for high performance and ease of use

Compact body houses a 36 mm – 180 mm 5x optical zoom lens

The R50 features an exceptionally compact body that's just 22.4 mm* deep, yet it houses a powerful 36 mm – 180 mm optical 5x zoom lens.

*minimum of 22.4mm not including protruding parts

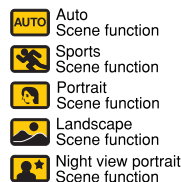
10 million pixels ensure high-quality, high-resolution images every time

The R50 features an advanced CCD with 10 million effective pixels, which translates into images offering outstanding texture and detail.



Scene functions for point-and-shoot ease of use

Equipped with scene functions, the R50 offers 15 modes of point-and-shoot photography, ranging from Sports for capturing fast-moving objects to Cosmetic, which highlights the tone and color of human skin. So you get perfect results under virtually any conditions.



Sepia Scene function



Lamp Scene function

Other functions

- Powered by a compact, long-life Li-ion battery, shooting 220 shots
- Type 2.5 230,000-pixel liquid crystal monitor
- High-sensitivity of up to ISO3200 for excellent performance in poor light
- SD/SDHC memory card compliance
- USB 2.0 Hi-Speed compliance

Main specifications of R50

Item	Description
Image sensor	Approximately 10 million effective pixels (approx. 10,340,000 total pixels), Type 1/2.3 primary color CCD
Lens	Focal length: f=6.3-31.5(35 mm equivalent 36-180 mm) Brightness (F-measure) F3.5 (wide-angle lens) - 5.6(Telephoto lens)
Recording mode	Still image Scene functions (Auto, Sports, Portrait, Landscape, Night View, Fireworks, Lamp, Still Image with Voice, Best Shot, Face Chaser, Cosmetic, Monochrome, Sepia, Contrast, vivid), movie
Recording medium	SD memory card (3.3V, 16, 32, 64, 128, 256, 512M, 1GB, 2GB), SDHC memory card (4GB, 8GB), built-in memory (Approx. 52MB)
Monitor	Approx. 100% field of vision, Type 2.5 TFT-LCD: approx. 230,000 pixels
Interface	USB2.0(High-Speed USB), Mass Storage*1, Audio Out, Video Out (USB AV-OUT terminal)
Power supply	Rechargeable (DB-80) x1
External dimensions	97.3 mm (W)x56.3 mm (H)x23.4 mm (D), minimum of 22.4 mm not including protruding parts;
Weight	Approx. 116 g (battery/SD memory card/strap not included)

*1 Mass storage supports Windows 2000/XP/Vista and Mac OS9.2.2/Mac OS X10.2.6 to 10.4.0.

Options List for R50

Product name	Models
Rechargeable lithium-ion battery*1	DB-80(Upcoming product)
Soft case(Black)	SC-70
Soft case(Red)	SC-70R

*1 Options may differ according to country or area.

Quicktime® is required to play movies. Please download the latest version from the Apple website.
<http://www.apple.com/quicktime/>

For more information, visit:

http://www.ricoh.com/r_dc

RICOH

RICOH COMPANY, LTD.

3-2-3, Shin-yokohama
Kohoku-ku, Yokohama-shi 222-8530, Japan
Phone: 045-477-1738 Fax: 045-477-1797 http://www.ricoh.com/r_dc

RICOH INTERNATIONAL B.V.

Oberrather Straße 6, D-40472
Düsseldorf, Germany
Phone: 0211-6546-0 Fax: 0211-6546-308 <http://www.ricohpmc.com>

RICOH UK LTD. (PMCC UK)

Ricoh House, 1 Plane Tree Crescent, Feltham,
Middlesex, TW13 7HG, England
Phone: 0208-261-4000 Fax: 0208-261-4288

RICOH FRANCE S.A.S. (PMCC FRANCE)

383, Avenue du Général de Gaulle - BP 307-931-13
Clamart Cédex, France
Phone: 01-4094-3267 Fax: 01-4094-3276

RICOH ESPANA, S.A. (PMCC SPAIN)

Av. Litoral Mar, 12-14, 08005
Barcelona, Spain
Phone: 093-295-7600 Fax: 093-295-7605

RICOH ITALIA S.p.A. (PMCC ITALY)

via Ponchielli, 3
20063 Cernusco S/N Milano, Italy
Phone: +39-02-92361217 Fax: +39-02-92361244

RICOH ASIA PACIFIC OPERATIONS LIMITED

Personal Multimedia Products Center
21/F, One Kowloon, 1 Wang Yuen Street, Kowloon Bay, Hong Kong
Phone: 2862-2888 Fax: 2566-3647/2866-1120

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