RICOH CX4 Any time, any place—capture your inspirations in true-to-life, high-quality images. The CX4—a tool for putting the fun back into photography.



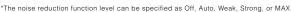
f=35mm 1/380sec F4.0 ISO100 EV+0.3 WB: Multi-pattern AUTO Subject-tracking AF

Just choose a scene for clear, limpid photos. Imaging processing performance that places a premium on pure image quality.

The CX4 boasts a back-illuminated CMOS image sensor combined with advanced Smooth Imaging Engine IV image processing. Poorly-lit indoor or night scenes are rendered in pure, unblemished quality, as of course are brightly-lit subjects. An output pixel interpolation algorithm residing in dedicated logic circuits in the imaging engine reduces loss of detail in highlights to faithfully recreate high-contrast scenes exactly as they appear to the naked eye.

Noise reduction for beautiful results at high sensitivities.

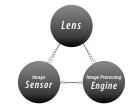
The camera's noise reduction algorithm processes the image signal as it is output from the CMOS image sensor, reducing the image noise that tends to occur in photographs taken at high sensitivities. The result is beautiful, limpid photographs with details, tones, and colors as vivid as those seen in the original subject.



^{*}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=35mm 1/90sec F4.0 ISO1600 EV±0 WB: Fluorescent



RICOH Pure Image Quality Technology

The imaging philosophy that lies at the root of all Ricoh digital cameras: not just "high image quality" but "pure image quality, true to what is perceived by the naked eye." This is achieved through three core technologies—a low-distortion lens with true-to-life imaging properties, an image sensor with superior high-sensitivity performance, and an imaging engine that reproduces images in minute detail that have been designed and developed as a single mechanism, offering unsurpassed resolution and faithful, unaffected color reproduction.



f=300mm 1/125sec F5.6 ISO100 EV+1.0 WB: Multi-pattern AUTO



f=28mm 1/310sec F3.5 ISO100 EV+0.3 WB: Multi-pattern AUTO

High-power (10.7×), 28–300 mm zoom lets you frame almost any subject you want, from sweeping landscapes to the smiling face an arm's length away.

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 CX4'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.



Catch

Never worry about camera blur again with image-sensor-shift image stabilization.

ENHANCED

The CX4's completely reworked image-sensor-shift image stabilization reduces blur on average by the equivalent of about 3.7 shutter-speed stops, about three times faster than the CX3. This ensures crisp, sharp results in close-ups, telephoto shots, and other situations in which blur is likely to occur.

*RICOH measurements, camera zoomed all the way in. *Not guaranteed to work in all photographic conditions



f=200mm 1/23sec F4.5 ISO200 EV \pm 0 WB: Multi-pattern AUTO

high-quality burst photography ensures that you'll never miss a moment of beauty,



Subject-tracking AF

*Simulated image

Capture moving subjects clearly with subject tracking AF. New

The camera focusing system automatically tracks moving subjects, ensuring that photographs are in focus and correctly exposed whenever you choose to press the shutter-release button. This feature is ideal for shots of active children and pets, as well as for photographs of flowers and other subjects that demand careful composition. *Not guaranteed to work in all photographic conditions.

M-continuous plus (10M/2M)

Saves consecutive images shot before the finger is removed from the shutter release button.

continuously at high-speed of about 5 frames/sec. So you can capture that decisive moment in a high-definition image.

no matter fleeting.

High-speed (about 5 fps),

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

Still images at maximum pixels (10M) can now be shot

120 frame/sec. ultra-high-speed continuous shooting.

Ultra-high-speed continuous shooting of 120 images in either 1 or 2 seconds (times approximate).

HD movies

Shoot high-definition (HD) movies with a frame size of 1280×720 pixels at 30 frames per second.

"I want to express myself." Reliable expressive power makes photography more fun.

Create









Indulge your unique creative vision to the full with the CX4's creative shooting mode. New

This option makes it easy to enjoy a variety of creative effects. Choose from six different modes, including "Soft focus," "Cross process," "Toy camera," and "Miniaturize," and then simply press the shutter-release button for unique results.



f=70mm 1/1070sec F4.5 ISO100 EV±0 WB: Multi-pattern AUTO

Macro mode lets you explore small worlds at a centimeter's distance.

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.



Frame photos however you want with AE/AF target shift.

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.

*Simulated image





"Taking good photos doesn't have to be hard." Giving memories form is as simple as pressing the shutter button.

Assist

Scene auto mode (S-AUTO) puts the camera in charge of scene selection, ensuring good results with any subject.

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.

Improved scene modes make professional-level photography as easy as selecting a mode. **ENHANCED**

Scene modes give you easy access to whole suites of photographic techniques specifically adapted to your subject. The CX4 features a new "Night landscape multi-shot" mode for photographing night scenes. Choose from a total of 11 scenes, including the ever-popular "Pets" mode.



Night landscape multi-shot



*Simulated image





Portrait

The big-screen, 3.0" 920,000-dot VGA LCD monitor makes you want to show your photos to even more people

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.

Face-priority multi-AF

The camera detects faces and gives them priority in focusing

Flectronic level

The level indicator and the level sound can be used to check the angle of the camera relative to the ho



Catch My Moment

Walk with me. Inspire me.

I'm always walking around town, taking it all in, taking pictures.

It may be nothing special, yet it inspires me.

Seeing things from another point of view. Thinking of new ways to frame shots.

Learning to take shots I couldn't take before.

With this camera your days will become ever more interesting.

Casual, creative, compact—the CX4.

Go out and capture— in images of pure quality—the moments that inspire you.







Champagne silver



 USB Cable AV Cable ●CD-ROM Hand Strap

●Instruction Manual(Camera User Guide)*Warranty Card

* Software manual supplied on CD-ROM

< Accessories included >

CY4 Major Specifications

Item No. of Effective Pixels (Camera)		Specifications Approximately 10.00 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				
LUTTO	1 ood longer	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				
	Shouling bistance	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					
7	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				
Focus Mode		Auto Resize: 5.7x*1 up to 61.0x*1 (equivalent to 1710 mm) when used with optical zoom				
FOCUS MODE		Multi AF (contrast AF method) / Spot AF (contrast AF method) / Face-priority multi-AF / Subject-tracking AF /				
		Multi-Target AF / Manual Focus / Fixed Focus (Snap) / Infinity (AF auxiliary light)				
Image stabilizer	I	Image sensor shift method image stabilizer				
Shutter Speed *2	Still image	8, 4, 2, 1 - 1/2000 sec.				
	Movie	1/30 - 1/2000 sec.				
Continuous Shooting	Continuous shooting speed*3	Approx. 5 frames/sec.				
		(10M, 4:3F shooting time; shooting speed after 12 pictures is approx. 3 frames/sec.)				
	Continuous shooting capacity	999 pictures				
Exposure Control	Exposure metering mode	Multi (256 segments), Centre Weighted Light Metering, Spot Metering				
	Exposure mode	Programme AE				
	Exposure compensation	Manual Exposure Compensation +/-2.0EV (1/3EV Steps), Auto Bracket Function (-0.5EV, ±0, +0.5EV)				
ISO sensitivity (Standard Output Sensitivity)		AUTO / ISO100 / ISO200 / ISO400 / ISO800 / ISO1600 / ISO3200				
White Balance Mode		AUTO / Multi-Pattern AUTO / Outdoors / Cloudy / Incandescent 1 / Incandescent 2 / Fluorescent / Manual /				
		White Balance Bracket Function				
Flash	Built-in flash mode	Auto (during low light and when the subject is backlit), Anti Red-eye, Flash On, Slow Synchro, Flash Off				
	Built-in flash range	Approx. 20 cm - 4.0 m (Wide), approx. 28 cm - 3.0 m (Telephoto) (auto ISO with maximum of ISO 1600, measured from the front of the len				
	Flash compensation	+/-2.0EV (1/3EV Steps)				
Monitor		3.0-inch Transparent LCD (approx. 920,000 dots)				
Shooting Mode		Auto shooting mode / Movie mode / Scene auto mode / Scene mode (Portrait / Discreet Mode / Night. Port.				
•		Night Landscape Multi-shot / Sports / Landscape / Zoom Macro / Pets / Skew Correct Mode / High Sens				
		Text Mode) / My settings mode / Continuous mode / Creative Shooting Mode (Dynamic Range / Miniaturize				
		High Contrast B&W / Soft Focus / Cross Process / Toy Camera)				
Picture Quality Mode*4		F (Fine) / N (Normal)				
No. of Pixels Recorded	Still image/Multi-Picture	3648x2736, 3648x2432, 2736x2736,				
TVO. OT T INCID T IDOUTAGE	Can imagamata riotaro	3648x2048, 2592x1944, 2048x1536,				
		1728x1296 (Muti-Picture only),				
		1280x960, 640x480				
	Movie*5	1280x720, 640x480, 320x240				
	Text	3648x2736, 2048x1536				
Recording Media	IGAL					
necording media		SD memory card SDHC memory card (up to 32 GB), Internal memory (approx. 86 MB)				
D	Local -	1 11 11 11 11 11 11 11 11 11 11 11 11 1				
Recording File Format	Still Image	JPEG (Exif ver. 2.3) *6				
	Multi-Picture	CIPA DC-007-2009 Multi-Picture Format				
	Movie	AVI (Open DML Motion JPEG Format compliant)				
	Compression method	JPEG Baseline method compliant				
Other Major Shooting Fu	nctions	Continuous, Self-Timer (operation time: approx. 10 sec. / approx. 2 sec. / custom self-timer), Interval Time				
		(Shooting interval: 5 sec 1 hour (5 sec. steps)), Color Bracket function, Focus Bracket function,				
		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				
Other Major Playback Fu		Trim, Flag, Slideshow, DPOF Setting				
Other Major Playback Fu		USB 2.0 (High-Speed USB) Mini-B, Mass storage compatible*7 / AV Out 1.0Vp-p (75Ω)				
Interface		NTSC, PAL switchable				
Interface Video Signal Format		NTSC, PAL switchable Rechargeable Battery: DB-100 x1				
Interface Video Signal Format Power Supply						
Interface Video Signal Format Power Supply Battery Consumption*6	× H×D)	Rechargeable Battery: DB-100 x1 Based on CIPA Standard: Using the DB-100, approx. 330 pictures (when LCD Dim is on)*9				
Other Major Playback Fu Interface Video Signal Format Power Supply Battery Consumption*8 External Dimensions (W Weight	× H × D)	Rechargeable Battery: DB-100 x1				

Operating Temperature Range *1. VGA image size

Vf3 Image size
 Shutter speed upper and lower limits vary depending on Shooting Mode and Flash Mode.
 Natures speed upper and lower limits vary depending on Shooting Mode and Flash Mode.
 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.
 The picture quality modes which can be set vary depending on the image size.
 When shooting movies of 1280×720 size, the use of an SD/SDHC memory card with an SD speed class of Class 6 or higher increamments.

is recommended.

*6. Compatible with DCF and DPOF. DCF is the abbreviation of the JEITA standard "Design rule for Camera File system." (Full

or compatibility with other devices is not quaranteed.)

7. Mass storage driver is compatible with Windows® XP, Windows Vista®, Windows® 7, and Mac OSX10.1.2-10.6.3.

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

*9. When LCD Auto Dim is off: approx. 310 pictures

■ CX4 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		

■CX4 Software

	Windows® 7	Windows Vista®	Windows® XP
1.DL-10	0	0	0
2.MediaBrowser™	0	0	0
3.Adobe Reader®	0	0	0

^{*}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 10.4-10.6.3).

■CX4 System Requirements

	Windows®			
Operating system	Windows® XP Home Edition Service Pack 3 / Professional Service Pack 3			
	Windows Vista® Service Pack 2			
	Windows® 7 (32- and 64-bit)			
CPU Pentium® IV: 1.6 GHz or faster, Pentium® M: 1.4 GHz or faster, Core™ 2 Duo: 1.5				
Memory	Windows® XP: 512 MB or more, Windows Vista® / Windows® 7: 1 GB or more			
Available disk space on hard drive at installation time	300MB or more			
Display Resolution	1024×768 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 CX4 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. "64-bit operating systems, Windows® XP and Windows Vista® are not supported. "The CX4 is compatible with Mac OS X 10.1.2 to 10.6.3 by mass storage connection."

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

Mode	Image size	Internal Memory (86MB)	1GB	2GB	4GB	8GB	16GB	32GB
Still	10M 4:3F	22 images	242 images	491 images	965 images	1973 images	3953 images	7930 images
	0M 4:3N	37 images	414 images	842 images	1653 images	3379 images	6769 images	13579 images
	9M 3:2F	24 images	272 images	553 images	1087 images	2222 images	4452 images	8930 images
	7M 1:1F	29 images	321 images	653 images	1284 images	2624 images	5257 images	10546 images
	2M 16∶9F	29 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
	3M 4:3F	53 images	581 images	1182 images	2321 images	4744 images	9503 images	19063 images
	■ 4:3F	96 images	1059 images	2118 images	4160 images	8505 images	17039 images	34181 images
	VGA 4:3F	394 images	4316 images	8778 images	17237 images	35231 images	70579 images	141581 images
Still	03 4∶3F	22 images	240 images	487 images	957 images	1957 images	3922 images	7867 images
(When	10M 4:3N	37 images	408 images	830 images	1631 images	3333 images	6678 images	13396 images
[Focus] is	9M 3:2F	24 images	269 images	548 images	1077 images	2202 images	4412 images	8851 images
set to [Multi-	2M 1∶1F	29 images	318 images	647 images	1270 images	2596 images	5202 images	10435 images
target AF])	7M 16:9F	29 images	319 images	647 images	1270 images	2596 images	5202 images	10435 images
	5M 4:3F	33 images	368 images	749 images	1471 images	3008 images	6026 images	12089 images
	3M 4:3F	52 images	570 images	1159 images	2277 images	4654 images	9324 images	18704 images
	1M 4∶3F	92 images	1023 images	2047 images	4022 images	8221 images	16471 images	33042 images
	V6A 4:3F	345 images	3776 images	7681 images	15082 images	30828 images	61759 images	123888 images
Text	10M 4:3	37 images	414 images	842 images	1653 images	3379 images	6769 images	13579 images
	3M 4:3	97 images	1078 images	2194 images	4309 images	8809 images	17647 images	35402 images
Movie	HD 1280	16"	3'3"	6'14"	12'14"	25'1"	50'7"	100'33"
	VGA 640	49"	8'55"	18'8"	35'38"	72'50"	145'54"	292'41"
	Ψ 320	1'59"	21'39"	44'2"	86'28"	176'44"	354'3"	710'13"
M-Cont Plus	™ 4:3N	37 images	414 images	842 images	1653 images	3379 images	6769 images	13579 images
	2M 4:3N	127 images	1404 images	2792 images	5484 images	11211 images	22460 images	45056 images
Speed Cout	V64 4:3N	691 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 "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 994 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. The number of shots that can be recorded. The number of shots that can be recorded at one time is 26 for M-Cort 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 at one time is 5. When the number of 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 sill 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

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