

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

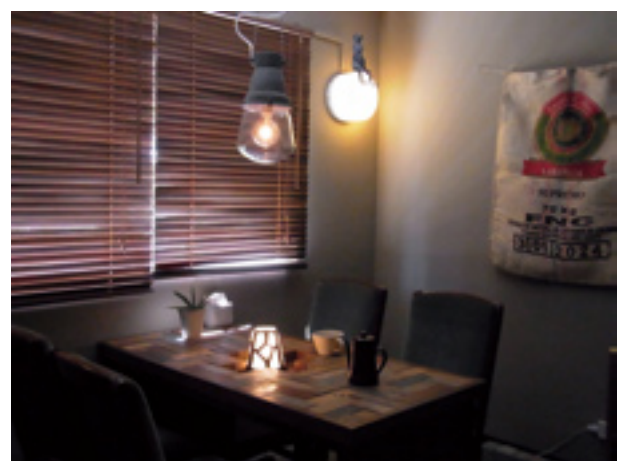
Just choose a scene for clear, limpid photos. Imaging processing performance that places a premium on pure image quality.

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.

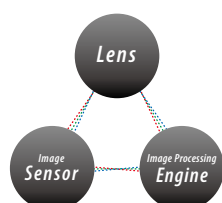
Noise reduction for beautiful results at high sensitivities.

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.

*Focal length indicated are 35mm film camera equivalents.



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.

*"I have to take a picture of that."
Capture moments of inspiration
just the way you want them.*

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±0 WB: Multi-pattern AUTO

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.

High-speed (about 5 fps), high-quality burst photography ensures that you'll never miss a moment of beauty, no matter fleeting.

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.



Subject-tracking AF

*Simulated image

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.

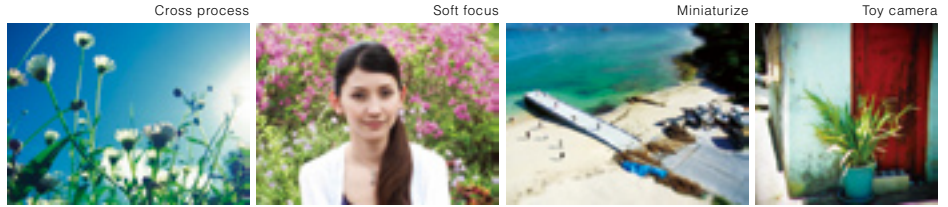
Ultra-high-speed continuous shooting of 120 images in either 1 or 2 seconds (times approximate).

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.



 Portrait



Night landscape multi-shot



*Simulated image.

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.

Electronic level

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

