RICOH

RICOH R10

28-200mm Optical 7.1 x Zoom   10 megapixel CCD 1/2.3-inch type   Smooth Imaging Engine Ⅲ
3.0-inch 460,000-dot LCD monitor   Electronic level function

The joy of capturing beauty in your own way.

In the briefest encounter with a fleeting subject, capture the beauty with precision and clarity.

For every photographic situation, the RICOH R10 has both

high resolution and the ease-of-use to put it at anyone's full command.

f=28mm ISO100 EV±0 WB:AUTO

＊ Focal length indicated are 35mm film camera equivalents.

f=200mm ISO100 EV±0 WB:AUTO

f=28mm ISO800 EV-0.3 WB:AUTO

28-200 mm 7.1x optical zoom lens in a slim compact body

Ricoh's original Double Retracting Lens System has made it possible to fit a high magnification 7.1x optical wide-angle zoom lens in a slim compact body. This lens can realize your creative intentions in a wide range of scenes, from wide-angle emphasis on image breadth and depth to the telephoto's ability to pull the subject up close and prominent. To go beyond the 7.1x optical zoom (200 mm), use the auto resize zoom for powerful telephoto shooting up to 40.7x (equivalent of 1140 mm)*.

* VGA image size (640 x 480 pixel recorded image).

28mm   200mm   1140 mm equivalent

Large, high-definition 3.0-inch HVGA LCD monitor for easy viewing

The 3.0-inch 460,000-dot LCD monitor is convenient both when shooting and viewing images. Its high contrast and wide viewing angle make for easy viewing even when shooting outdoors.

* Simulated image

AE/AF target shift function enhances shooting creativity

In both macro and normal shooting, the AE/AF targets can be shifted alone or together to any position on the screen. This enhances shooting freedom by enabling you to change focus and exposure settings without moving the camera, even if it is fixed to a tripod.

* Simulated image

High-definition 10 million pixel CCD for all the details

A 10 million pixel 1/2.3-inch CCD provides superb imaging power and expressiveness down to the smallest details. Working together with Smooth Imaging Engine III, which reduces noise without compromising resolution, this CCD makes it possible to shoot high-quality images with high resolution and low noise in a wide range of shooting conditions.

Fn (function) button makes it simple to shoot just the way you want

When a function such as AE lock, step zoom, or backlight compensation is set in advance for the Fn button, which enables "one push" switching between modes, you can respond instantly to sudden shutter chances.

* AE lock and step zoom settings can be defined when shooting in auto shooting mode or scene mode; backlight compensation can be defined when shooting in easy shooting mode.
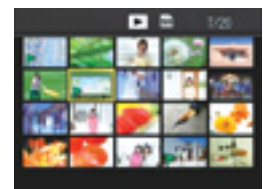
Backlight compensation ON   Backlight compensation OFF

Auto level compensation displays its power when shooting high-contrast subjects

Image setting functions enable you to change picture qualities (contrast, sharpness, color depth, black and white, sepia, etc.) while shooting. If you select "auto levels," the camera automatically adjusts tones to create a suitable level of brightness that limits whiteout and reduces loss of detail in dark areas when shooting high-contrast subjects.

Image flag function for quick display of desired images

From among the images taken, up to three files can be flagged for immediate display. For example, images shot for future reference while traveling (maps, time tables, etc.) can be quickly displayed in playback by pushing the Fn (function) button.

* Simulated image

. All to be a tool for the photographer.

f=200mm ISO100 EV-0.3 WB:Manual

f=28mm ISO100 EV-0.3 WB:AUTO

Capture small subjects at close range with macro photography functions

For close-up shooting of subjects such as flowers and insects, the macro photography functions can get as close as 1 cm for wide angle* and 25 cm for telephoto. The minimum shooting distance, which changes depending on the zoom setting, can now be shown on the picture display . Enter a previously unseen world using the R10's powerful macro functions.

✳ 32 mm equivalent for wide angle and 200 mm equivalent for telephoto.

Easy shooting mode for simple operation with only frequently used functions

When the mode dial is turned to easy shooting mode, the shooting menu shows only "Pic Quality/Size," so the photographer does not have to worry about making a setting error. Since easy shooting mode turns on settings such as flash "Auto," ISO sensitivity "Auto-hi"*, and image stabilizer "On," it is possible to just relax and enjoy taking pictures.

✳ The ISO sensitivity upper limit is 400

Two motion blur reduction functions (hand motion and subject motion)

Ricoh's original CCD-shift image stabilizer function reduces the hand-motion blurring that tends to occur in situations such as telephoto and macro shooting. When blurring is detected, the CCD itself automatically compensates by shifting in a direction that eliminates the blur. For lowlight scenes (indoors, twilight, etc.), subject blurring can be reduced using the auto high sensitivity, which enables fasters shutter speeds by raising the maximum ISO sensitivity level. These functions can help you to capture the ambiance of the scene as you see it.

✳ lur reduction functions are not guaranteed to work in all photographic conditions.

Electronic level for quick and accurate camera leveling

Using the level sound and the level in-dicator shown on the picture display, you can confirm that the image is level while shooting. This is convenient when you what to avoid any tilting of the subject when shooting landscape and building scenes.

✳ Simulated image

Aspect ratio 1:1 square format photography mode for a different perspective

The square format used on medium format cameras offers image composition possibilities with a subtly different feel. This format is also convenient when shooting images for blog use.

Face recognition mode so faces look their best

Enhancing portrayal of the nuances of facial expression and skin texture, this mode optimizes face focus, exposure, and white balance by identifying subject faces*. Even when people are not in the center of the frame, this function finds the faces and makes the appropriate adjustments.
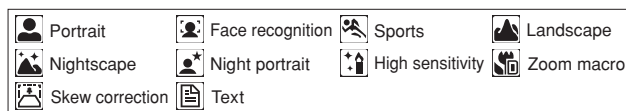
✳ Identifies up to four faces. ✳ Face recognition mode is not guaranteed to work in all photographic conditions.

Choose from 10 scene modes to fine tune your shooting

Selecting one of the wide range of scene modes based on the shooting situation will enable you to easily shoot with settings suitable for that scene.

Night portrait

Portrait	Face recognition	Sports	Landscape
Nightscape	Night portrait	High sensitivity	Zoom macro
Skew correction	Text		

[Other Major Features]

[Convenient shooting functions]
● ADJ. (adjust) button enables menu settings to be quickly made
● Flash light intensity can be adjusted from -2.0 EV to +2.0 EV in 1/3 EV steps
● Custom self-timer function can specify the number of pictures to be taken (1 to 10) and the shooting interval (5 to 10 sec.)
● Fixed minimum aperture function
● Bracketing functions (color, auto, and white balance bracketing)
● Record dual size function saves a subfile along with the original image
● Continuous shooting modes: Continuous / S-Continuous / M-Continuous (S-Cont and M-Cont have 16 frames in an image file)
● My Settings" mode (MY1, MY2)
[Convenient playback functions]
● A wide range of post-shooting editing functions (level compensation, white balance compensation, trimming)
● Automatic rotation of playback image
[Solution functions]
● Ricoh printer-compatible format printing function

f=28mm ISO100 EV±0 WB:AUTO

The goal : A camera to realize the photographer's intent.

7.1x optical zoom (28 mm wide angle to 200 mm telephoto)

×

Smooth Imaging Engine III

Black

Silver

① ② ③ ④ ⑤ ⑥

〈Accessories Included〉
- ● USB Cable
- ● AV Cable
- ● CD-ROM
- ● Hand Strap
- ● Rechargeable Lithium-Ion Battery: DB-70
- ● Battery Charger: BJ-7
- ● Instruction Manual (Camera User Guide)*
  Warranty Card

*Software manual supplied on CD-ROM

■ RICOH R10 Major Specifications

Items		Specifications
No. of Effective Pixels		Approximately 10 million pixels
Image Sensor		1/2.3-inch CCD (total pixels: approx. 10.30 million pixels)
Lens	Focal Length	f = 4.95 - 35.4 mm（35mm film equivalent focal length 28 to 200mm. With Step Zoom set, the following 7 fixed focal lengths possible: 28mm, 35mm, 50mm, 85mm, 105mm, 135mm, and 200mm.）
	F-aperture	F3.3 (Wide) – F5.2 (Telephoto)
	Shooting Distance	Normal shooting: Approx. 30cm to infinity (wide-angle), approx. 1.0m to infinity (telephoto) (from the front of the lens) Macro shooting: Approx. 1cm to infinity (wide-angle), approx. 25cm to infinity (telephoto) (from the front of the lens)
Zoom Magnification		Optical zoom: 7.1 times (35 mm equivalent focal length 28 to 200 mm), Digital zoom: 4.8 times, up to 34.1 times (960 mm equivalent) in combination with optical zoom Auto resize zoom: 5.7 times*1, up to 40.7 times*1 (1140mm equivalent) in combination with optical zoom
Focus Modes		Multi AF (CCD method), Spot AF (CCD method), Manual Focus, Snap, Infinity (focus lock, AF auxiliary light)
Motion Blur Reduction		CCD shift method image stabilizer
Shutter Speed*2	Still Image	8, 4, 2, 1 - 1/2000 sec.
	Movie	1/30 to 1/2000 sec.
Exposure Adjustment	Exposure Metering Mode	Multi Light Metering (256 segments), Center Weighted Light Metering, Spot Metering (TTL-CCD metering)
	Exposure Mode	Program AE
	Exposure Compensation	Manual Exposure Compensation (-2.0EV to +2.0 EV in 1/3 EV steps), Auto Bracket Function (-0.5EV, ±0, +0.5EV)
ISO Sensitivity (Standard Output Sensitivity)		AUTO, AUTO-HI, ISO80 / ISO100 / ISO200 / ISO400 / ISO800 / ISO1600
White Balance Mode		AUTO / Outdoors / Cloudy / Incandescent / Incandescent 2 / Fluorescent / Manual, White Balance Bracket Function
Flash	Built-in Flash Mode	Auto (during low light and when subject is backlit), Red-eye Flash, Flash On, Flash synchro, Flash Off
	Built-in Flash Range	Approx. 20cm to 3.0m (wide-angle), approx. 25cm to 2.0m (telephoto) (ISO Auto/ISO400, from the front of the lens)
Picture Display		3.0-inch Transparent Amorphous Silicon TFT LCD (approx. 460,000 dots)
Shooting Mode		Auto Shooting Mode / Easy Shooting Mode / Scene Modes (Portrait / Face / Sports / Landscape / Nightscape / Night Portrait / High Sensitivity / Zoom Macro / Skew Correction / Text), My Settings Mode / Movie Mode
Picture Quality Mode*3		F(Fine)/N(Normal)
Number of Recorded Pixels	Still Image	[4 : 3] 3648 x 2736, 3264 x 2448, 2592 x 1944, 2048 x 1536, 1280 x 960, 640 x 480 [3 : 2] 3648 x 2432 [1 : 1] 2736 x 2736
	Movie	640 x 480, 320 x 240
	Text	3648 x 2736, 2048 x 1536
Recording Media		SD memory card (32, 64, 128, 256, 512 MB, 1GB, 2GB), SDHC memory card (4GB, 8GB, 16GB), Internal memory (approx. 54MB)
Recording File Format	Still Image	JPEG(Exif ver.2.21)*4
	Text	JPEG(Exif ver.2.21)*4
	Movie	AVI (Open DML Motion JPEG format compliant)
Other Major Shooting Functions		Cont / S-Cont / M-Cont, Self-Timer (operation time: approx. 10 sec. / 2 sec. / custom self-timer), Interval Timer (Shooting interval: 5 sec. to 3 hours (5 sec. steps)*5, Color Bracket function, Fix Min. Aperture, AE/AF Target Shift, Record Dual Size, Histogram, Grid Guide, Electronic Level
Other Major Playback Functions		Grid View, Enlarged Display (maximum 16x), Resize, Level Compensation, White Balance Compensation, Trim, Flag
Interface		USB 2.0 mini-B, High-Speed USB, Mass storage compatible*6 Audio Out / Video Out
Video Signal Formats		NTSC, PAL switchable
Power Source		Rechargeable Battery (DB-70) x 1
Battery Consumption*7		Based on CIPA Standard: Using the DB-70, approx. 300 pictures (When LCD Auto Dim is on*8)
Dimensions		102.0 mm (W) x 58.3 mm (H) x 26.1 mm (D), excluding projecting parts
Weight		Approx. 168g (excluding battery, SD memory card, strap), Accessories: approx. 23g (battery, strap)
Operating Temperature		0°C - 40°C

＊1: VGA image size.
＊2: Shutter speed upper and lower limits vary depending on Shooting Mode and Flash Mode.
＊3: The picture quality mode that can be set vary depending on the image size.
＊4: Compatible with DCF and DPOF. DCF is the abbreviation of the JEITA standard. "Design rule for Camera File system." (Full compatibility with other devices is not guaranteed.)
＊5: When the flash is set to off.
＊6: Mass storage driver is compatible with Windows Me, 2000, XP, Vista, Mac OS9.0-9.2.2, and Mac OSX10.1.2-10.5.2.
＊7: Shooting capacity was measured using CIPA-standard parameters. This is only an estimate, and performance may vary according to usage conditions.
＊8: When LCD Auto Dim is off: approx. 270 pictures.

■ RICOH R10 Optional Accessories

Product Name	Model Name
Rechargeable lithium-ion battery	DB-70
Battery charger	BJ-7
Soft case (black)	SC-80BK
Soft case (brown)	SC-80BN
Neck strap	ST-2

■ RICOH R10 Software

	Windows Vista	Windows XP	Windows 2000/Me
1. DL-10	○	○	○
2. Irodio Photo & Video Studio	○	○	○
3. Acrobat Reader	×	○	○
4. DeskTopBrinder Lite	○	○	○

■ RICOH R10 System Requirements

	Windows
Operating Systems Supported	Windows 2000 Professional Service Pack 4 Windows Me Windows XP Home Edition Service Pack 2 / Professional Service Pack 2 Windows Vista Service Pack 1
CPU	Windows 2000 / Me / XP: Pentium® III 500MHz or faster Windows Vista: Pentium® III 1GHz or faster
Memory	Windows 2000 / Me / XP: 256MB or more Windows Vista: 512MB or more
Hard drive space required for installation	160MB or more
Display Resolution	1024 x 768 pixels 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

＊Only USB connection is available when connecting RICOH R10 to a PC. Serial connection is unavailable.
＊Valid for systems with preinstalled OS and USB port.
＊RICOH R10 is compatible with Mac OS 9.0 to 9.2.2 and Mac OS X 10.1.2 to 10.5.2 by mass storage connection.

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

Mode	Picture mode	Recording pixels	Built-in memory	1GB	2GB	4GB	8GB	16GB
Still	Fine	3648 (10M)	14 images	247 images	503 images	989 images	2022 images	4126 images
	Normal	3648 (10M)	24 images	431 images	878 images	1724 images	3524 images	7191 images
	Fine	3 : 2 (9M)	16 images	278 images	563 images	1107 images	2263 images	4618 images
	Fine	1 : 1 (7M)	19 images	330 images	668 images	1311 images	2681 images	5471 images
	Normal	3264 (8M)	30 images	534 images	1078 images	2117 images	4327 images	8831 images
	Normal	2592 (5M)	48 images	839 images	1707 images	3352 images	6852 images	13983 images
	Normal	2048 (3M)	74 images	1313 images	2671 images	5246 images	10724 images	21884 images
	Normal	1280 (1M)	133 images	2323 images	4726 images	9282 images	18973 images	38717 images
	Normal	640 (VGA)	497 images	8632 images	15359 images	30159 images	61643 images	125792 images
Text		3648 x 2736	24 images	431 images	878 images	1724 images	3524 images	7191 images
		2048 x 1536	74 images	1313 images	2671 images	5246 images	10724 images	21884 images
Movie		640x480 (15frames/sec.)	01'22"	23'42"	48'13"	99'08"	193'30"	394'53"
		640x480 (30frames/sec.)	00'41"	11'59"	24'23"	50'10"	97'55"	199'49"
		320x240 (15frames/sec.)	02'40"	46'19"	94'11"	193'41"	378'02"	771'25"
		320x240 (30frames/sec.)	01'22"	23'42"	48'13"	99'08"	193'30"	394'53"

＊Number of recordable pictures and recordable time are estimates.
＊Movie recording time may vary depending on the capacity of your SD memory card.
＊The maximum recording time is the estimated total recording time. The maximum recording time per shooting is 90 continuous minutes or the equivalent of 4GB.

SDHC PictBridge Exif Print PRINT Image Matching

For more information, visit:
http://www.ricoh.com/r_dc

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