

RICOH
imagine. change.

GR

**EVERY DAY THAT PASSES FROM A DIFFERENT PERSPECTIVE,
CREATES IRREPLACEABLE MOMENTS OF THE PRESENT.**

THE MOST POWERFUL

SNAPSHOT

CAMERA

GR

HIGH IMAGE QUALITY

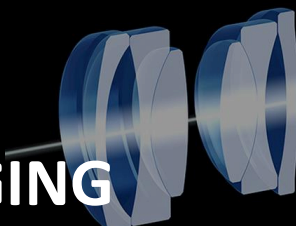
QUICK RESPONSE

EXTREMELY PORTABLE

CONTINUOUSLY EVOLVING

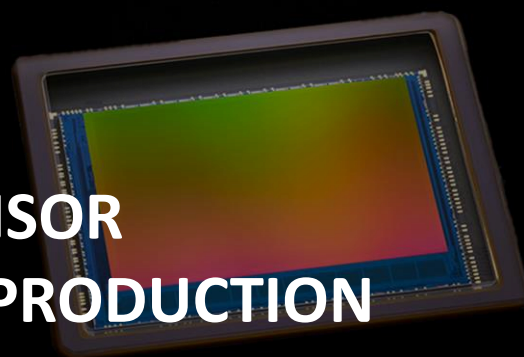
01

**THE GR LENS
ACHIEVES SHARP IMAGING
WITH HIGH-RESOLUTION AND HIGH CONTRAST**



02

**24 MEGAPIXEL
APS-C FORMAT CMOS SENSOR
WITH HIGH-DEFINITION DETAIL REPRODUCTION**



03

**SHAKE REDUCTION
REDUCES CAMERA SHAKE UP TO 4-STOPS
MINIMIZES SHAKE ON 3-AXES - PITCH, YAW, ROLL**



04

**MAGNESIUM ALLOY BODY
LIGHTWEIGHT, TOUGH, DURABLE
INCREASED RELIABILITY FOR EVERYDAY USE**



05

**TOUCH LCD
TOUCH FOCUS POINT SELECTION
TOUCH FOCUS POINT AND SHUTTER RELEASE**



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CONTINUOUSLY EVOLVING

GR HISTORY



GR1 1996.10



GR10 1998.04



GR1s 1998.04



GR21 2001.04



GR1v 2001.09



GR DIGITAL 2005.10



GR DIGITAL II 2007.11



GR DIGITAL III 2009.08



GR DIGITAL IV 2011.10



GR 2013.05



GR II 2015.07



GR III 2019.03



GR IIIx 2021.10

THE FIVE DEVELOPMENT PRINCIPLES OF THE GR

1. WE DO NOT COMPETE IN A NUMBER GAME USING CATALOG SPECS

"THE WORLD'S BEST" IS A SWEET TEMPTATION FOR MANUFACTURERS. HOWEVER, WE BELIEVE THAT THIS STATEMENT IS MEANINGLESS. WE KNOW THAT SUBTLETIES WHICH CANNOT BE EXPRESSED BY SPECIFICATIONS ARE IMPORTANT.

2. WE DO NOT INSTALL A FUNCTION ONLY BECAUSE IT IS A FAD

WE DON'T CHASE OR IMPLEMENT TRENDS. "IS THIS RIGHT FOR THE GR?" THIS IS THE ONLY STANDARD WE BASE DECISIONS ON. WE ARE ALWAYS ASKING THIS QUESTION BECAUSE WE WANT TO CREATE NEW VALUE.

3. WE DO NOT DESIGN ONLY TO DRAW ATTENTION

ONLY A FORM THAT FITS THE FUNCTION, AND DESIGNS THAT WILL STAND THE TEST OF TIME AS A CAMERA WILL REMAIN. WE AIM FOR DESIGN THAT IS UNNOTICEABLE, DESIGN THAT FEELS AS IF IT HAS ALWAYS BEEN THERE.

4. WE DO NOT CHANGE MODELS EASILY

THE MOST IMPORTANT THING IS HOW LONG THE CAMERA WILL BE USED. FOR US, EACH AND EVERY PERSON WHO HAS ALREADY BOUGHT A GR WILL ALWAYS BE IMPORTANT.

5. ALWAYS CHALLENGE AND PROPOSE SOMETHING NEW

THE ONLY CAMERA THAT CAN BEAT THE GR IS THE NEXT GENERATION GR. WE WANT TO ALWAYS CONTINUE TRYING OUT NEW PLANS AND PROPOSALS. ALWAYS EXCEED USERS' EXPECTATIONS. WE BELIEVE THAT IS THE GR'S ROLE.

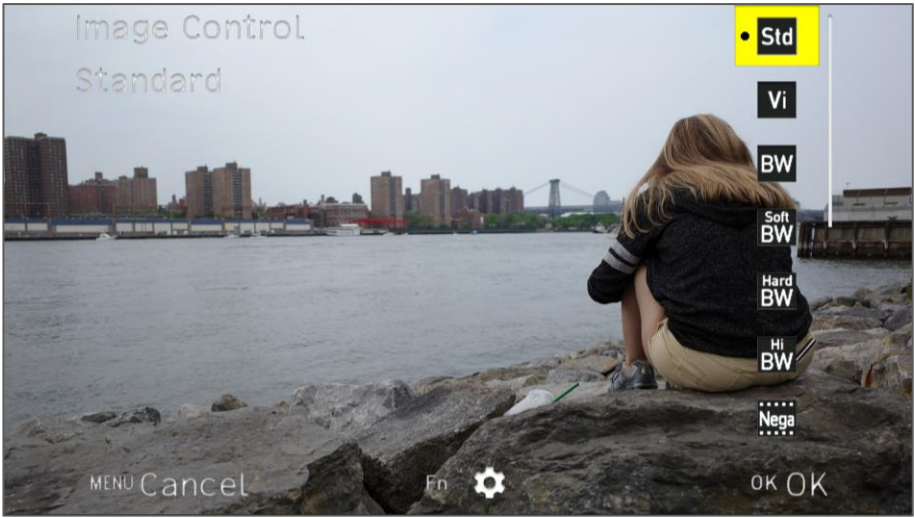
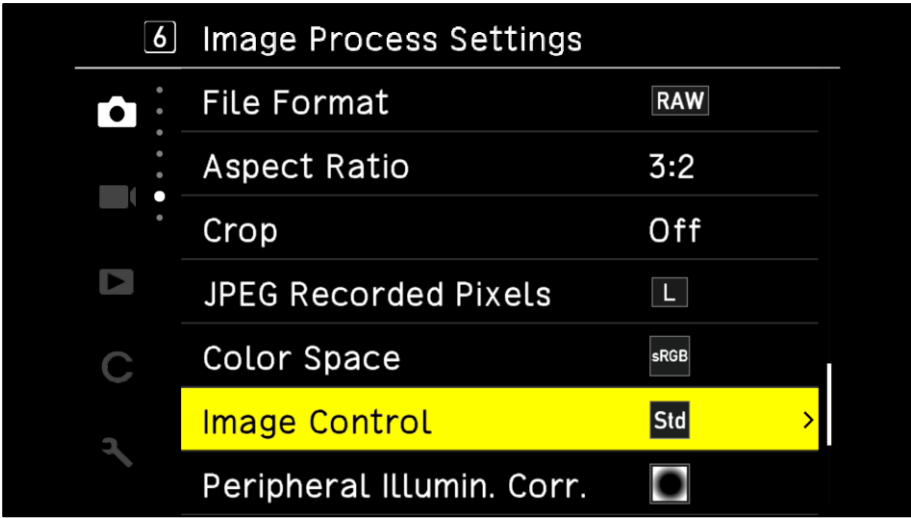


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IMAGE CONTROL



FEATURING A CREATIVE IMAGE CONTROL FUNCTION, WHICH INTEGRATES EFFECT MODES INTO CONVENTIONAL IMAGE SETTING OPERATIONS. USING 12 BASIC IMAGE CONTROL MODES, THE USER CAN EASILY ADJUST VARIOUS PARAMETERS TO EXPRESS THEIR ARTISTIC VISIONS AND CREATE BREATHTAKING IMAGES.



STANDARD



VIVID



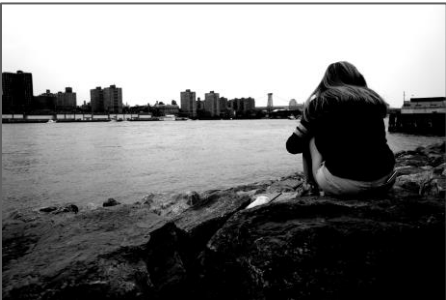
BW



SOFT BW



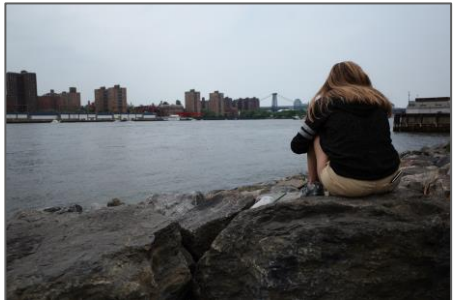
HARD BW



HI-CONTRAST BW



NEGATIVE FILM



POSITIVE FILM



BLEACH BYPASS



RETRO



HDR



CROSS PROCESSING

THE MOST POWERFUL

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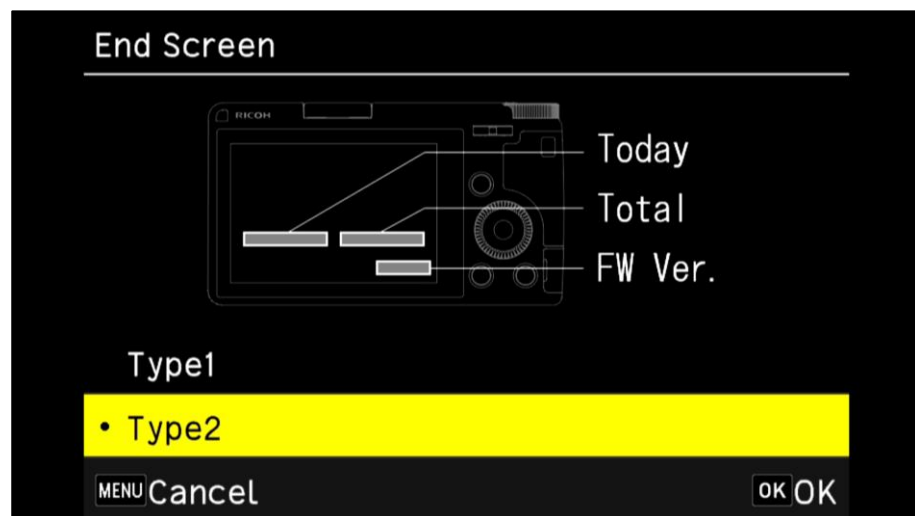
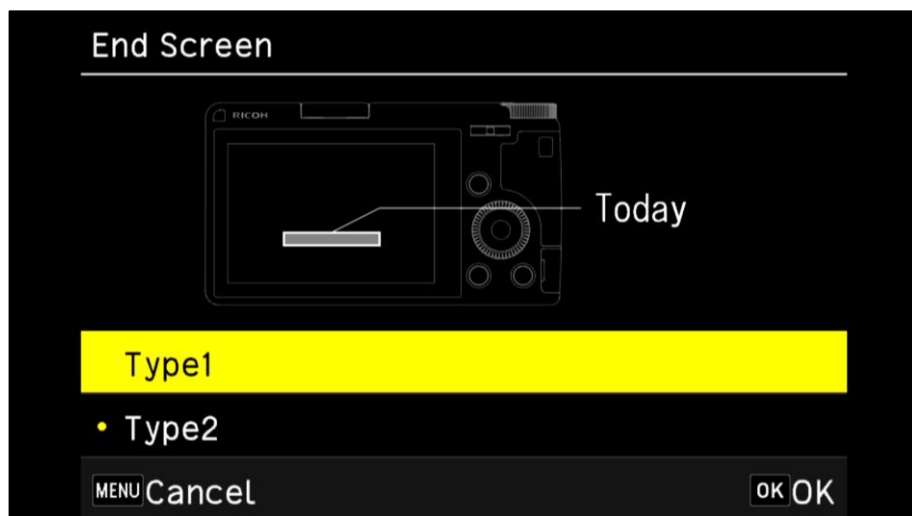
OUTDOOR VIEW SETTING



THE OUTDOOR VIEW SETTING PROVIDES HIGH VISIBILITY AND BRIGHTNESS THAT ADAPTS TO YOUR SURROUNDINGS. THIS FUNCTION OFFERS OPTIMAL VISIBILITY WHETHER PHOTOGRAPHING IN BRIGHT OUTDOOR SCENES OR IN DARK ENVIRONMENTS.

YOU CAN EXPAND THE BRIGHTNESS ADJUSTMENT RANGE OF THE MONITOR BEYOND ITS NORMAL CAPABILITIES AND QUICKLY MAKE SELECTIONS FOR A WIDE RANGE OF SITUATIONS.

END SCREEN



ONE OF THE MANY USEFUL FEATURES OF THE GR IS THE END SCREEN WHICH ALLOWS THE USER TO VIEW INFORMATION AT A GLANCE WHEN THE POWER IS TURNED OFF.

TYPE1: DISPLAYS NUMBER OF SHOTS TAKEN "TODAY"

TYPE2: DISPLAYS NUMBER OF SHOTS TAKEN "TODAY", "TOTAL" AND FIRMWARE VERSION: VER.1.21

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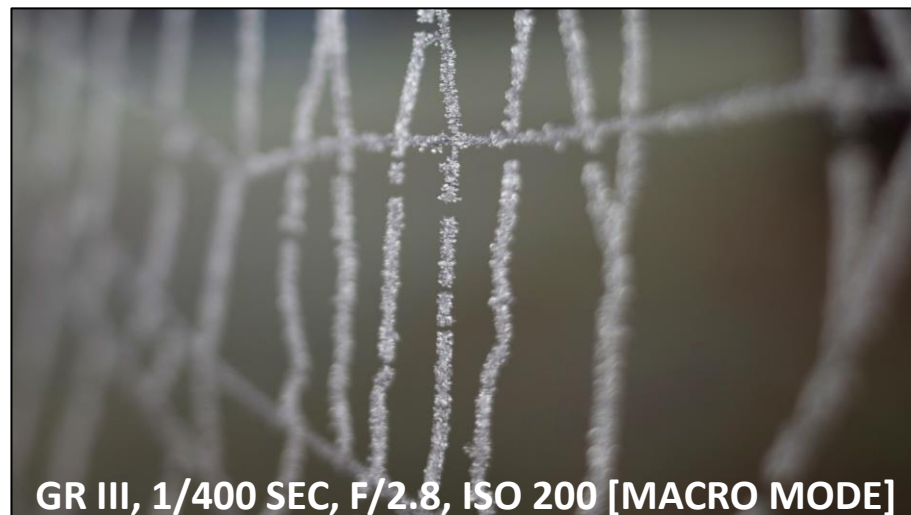
SHOOTING INFO DISPLAY / IMAGE REVIEW DETAILS



THE INFORMATION DISPLAYED ON THE LCD SCREEN (LIVE-VIEW) CAN BE SWITCHED BETWEEN DIFFERENT MODES INCLUDING, [STANDARD INFO] AND [DETAILED INFO], WHICH ALLOWS THE USER TO SELECT WHAT INFORMATION THEY WANT TO DISPLAY SUCH AS, HISTOGRAM, GRID, HIGHLIGHT ALERT AND ELECTRONIC LEVEL. THE LCD CAN ALSO BE TURNED [OFF] FOR DISCREET SHOOTING, LONG EXPOSURES, OR TO HELP PRESERVE BATTERY LIFE.

IN PLAYBACK MODE, PUSH THE [DISPLAY] BUTTON AND USE THE [UP] AND [DOWN] FUNCTIONS OF THE 4-WAY CONTROLLER TO DISPLAY DETAILED SHOOTING INFORMATION.

MACRO MODE



GR III, 1/400 SEC, F/2.8, ISO 200 [MACRO MODE]

SIMPLY PRESS THE MACRO BUTTON TO TAKE IMPRESSIVE CLOSE-UP PHOTOS WITH RICH BOKEH EFFECTS.

GR III MACRO FOCUS RANGE: 6 TO 12 CM FROM THE FRONT OF THE LENS.

GR IIIx MACRO FOCUS RANGE: 12 TO 24 CM FROM THE FRONT OF THE LENS.

NOTE: WHEN MACRO MODE IS ACTIVATED, THE AUTOFOCUS IS ENABLED EVEN WHEN THE FOCUS MODE IS SET TO [SNAP] OR [∞] AND YOU CAN ALSO USE LCD TOUCH AF WITH SHUTTER RELEASE FOR PRECISE AF SELECTION.

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BUILT-IN ND FILTER

ND Filter

ND
Auto

Auto

• ND On

ND
Off

Off

MENU Cancel

OK OK



GR III, 1/6 SEC, F/16, ISO 100, BUILT-IN ND (2EV)

FEATURING A BUILT-IN ND (NEUTRAL DENSITY) FILTER THAT CAN BE ACTIVATED FROM THE MAXIMUM APERTURE OF F2.8. THE BUILT-IN ND FILTER ALLOWS YOU TO CONTROL THE AMOUNT OF INCOMING LIGHT AND ENABLES YOU TO DELIBERATELY USE SLOW SHUTTER SPEEDS OR LARGE APERTURES IN BRIGHT SCENES. IF YOU REQUIRE MORE THAN THE BUILT-IN ND (2EV) STOPS OR WOULD LIKE TO USE A POLARIZING FILTER, THE OPTIONAL [GA-1] ADAPTER FOR GR III AND [GA-2] ADAPTER FOR GR IIIx ALLOW 49MM FILTERS TO BE USED.

TIP: YOU CAN ASSIGN THE [ND FILTER] FUNCTION TO THE “Fn” BUTTON FOR QUICK ACCESS.

MULTIPLE EXPOSURE

Drive

Multi-exposure



Composite Mode

Save Interim Images

Bright



MENU Cancel

Fn



OK OK



GR IIIx, FIRST IMAGE OF MULTIPLE EXPOSURE

GR IIIx, SECOND IMAGE OF MULTIPLE EXPOSURE

MULTI-EXPOSURE CAN MERGE UP TO FIVE IMAGES AND DETAILED SETTINGS ARE POSSIBLE, SUCH AS THE AUTOMATIC ADJUSTMENT OF EXPOSURE AMOUNT FOR THE NUMBER OF SHOTS, SAVING EACH IMAGE BEFORE MERGING, SAVING IMAGES EACH TIME THEY ARE MERGED AND SAVING THE FINAL IMAGE (RAW FILES CAN BE SAVED FOR INDIVIDUAL AND MERGED IMAGES).

BECAUSE IMAGES CAN BE RETAKEN, IT'S EASY TO EXPERIMENT AND GET CREATIVE WITH MULTIPLE EXPOSURES.

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SNAP FOCUS

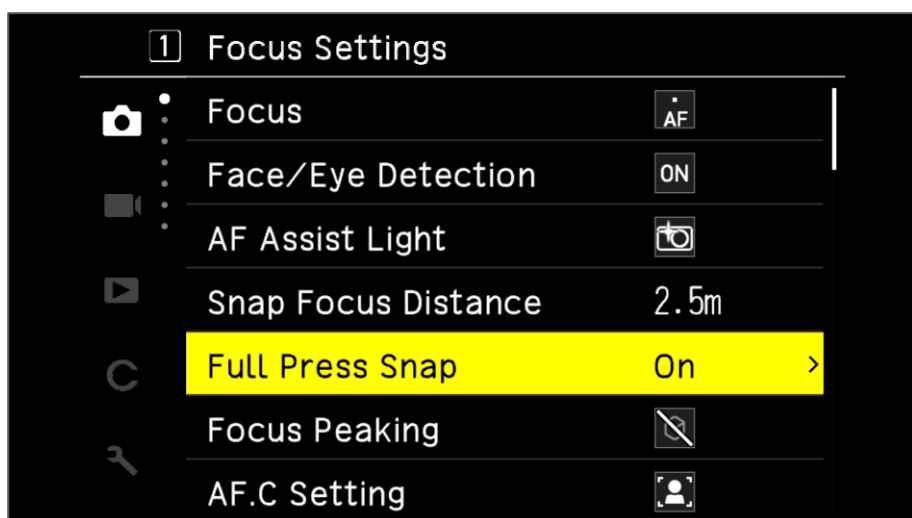


SNAP FOCUS ALLOWS THE PHOTOGRAPHER TO SELECT A PRE-DETERMINED FOCUS RANGE TO CAPTURE IMAGES WITHOUT THE NEED OF THE CAMERA'S AF SYSTEM TO FOCUS LOCK ON A SPECIFIC AREA OR SUBJECT.

THIS IS IDEAL FOR STREET PHOTOGRAPHY WHERE AF LOCK CAN BE DIFFICULT TO OBTAIN WHEN SUBJECTS ARE CONSTANTLY MOVING OR PASSING IN FRONT OF YOUR DESIRED FOCUS AREA.

SNAP FOCUS DISTANCES: 1 METER, 1.5 METERS, 2 METERS, 2.5 METERS, 3.5 METERS, 5 METERS AND INFINITY

FULL PRESS SNAP



FULL PRESS SNAP ALLOWS PHOTOGRAPHERS TO UTILIZE THE CAMERA'S AF SYSTEM TO FOCUS LOCK ON SPECIFIC AREAS OR SUBJECTS, BUT AT ANY TIME, THE PHOTOGRAHER CAN BYPASS THE CAMERA'S AF SETTING AND USE THE PRE-DETERMINED SNAP FOCUS DISTANCE SIMPLY BY PUSHING FULLY ON THE SHUTTER BUTTON IN ONE MOTION.

WITH FULL PRESS SNAP, YOU'LL NEVER MISS A SHOT.

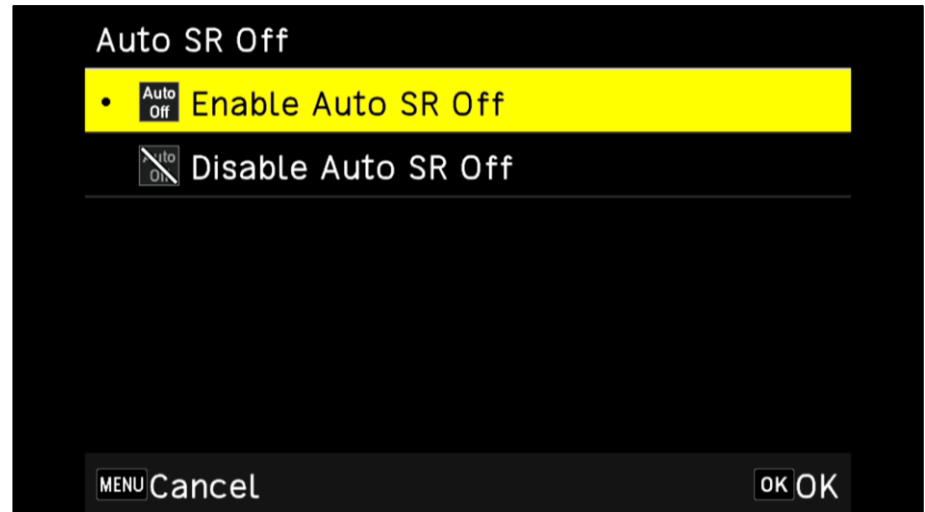
THIS HIGH-SPEED SHOOTING FUNCTIONALITY IS UNIQUE TO THE GR, ELIMINATING THE FOCUSING TIME LAG WHEN PRESSING THE SHUTTER BUTTON HALFWAY SO THAT YOU CAN INSTANTLY CAPTURE SPLIT-SECOND MOMENTS.

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SHAKE REDUCTION (SR) 4-STEP, 3-AXIS



GR IIIx, 0.4 SEC, F/2.8, ISO 1600, SR [OFF]



GR IIIx, 0.4 SEC, F/2.8, ISO 1600, SR [ON]

THE IN-BODY SHAKE REDUCTION (SR) SYSTEM REDUCES CAMERA SHAKE TO DELIVER CRISP IMAGES EVEN WHEN TAKING SPLIT-SECOND SNAPSHOTS OR LOW-LIGHT SCENES WITH SLOW SHUTTER SPEEDS.

THE SHAKE REDUCTION (SR) DESIGN ALLOWS FOR THE BODY SIZE OF GR III/GR IIIx TO REMAIN COMPACT WHILE MINIMIZING CAMERA SHAKE ON THREE AXES, INCLUDING YAW, PITCH AND ROLL AND DELIVERS AS MANY AS 4 STEPS OF SHUTTER SPEED COMPENSATION. *MEASURED IN CONFORMITY WITH CIPA STANDARDS.

THE SHAKE REDUCTION [AUTO OFF] FUNCTION AUTOMATICALLY DISABLES THE SHAKE REDUCTION (SR) SYSTEM WHEN THE CAMERA IS SET TO CERTAIN EXPOSURE MODES OR FUNCTIONS WHERE THE SHAKE REDUCTION IS NOT NEEDED OR COULD CAUSE CAMERA SHAKE, SUCH AS, BULB EXPOSURE MODE, TIMED-BULB EXPOSURE MODE, INTERVAL COMPOSITE MODE AND SELF-TIMER MODE.

NOTE: THE SHAKE REDUCTION (SR) SYSTEM IS ALSO USED FOR OTHER FUNCTIONS SUCH AS:

- AA-FILTER SIMULATOR
- AUTOMATIC HORIZON CORRECTION

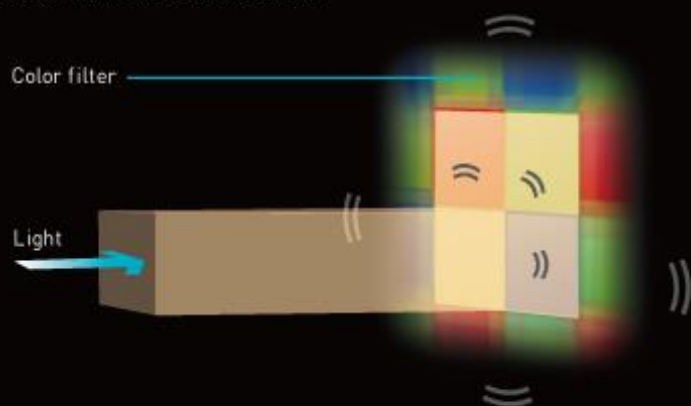
THE MOST POWERFUL
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AA-FILTER SIMULATOR

Principle of AA filter simulator



AA Filter Simulator

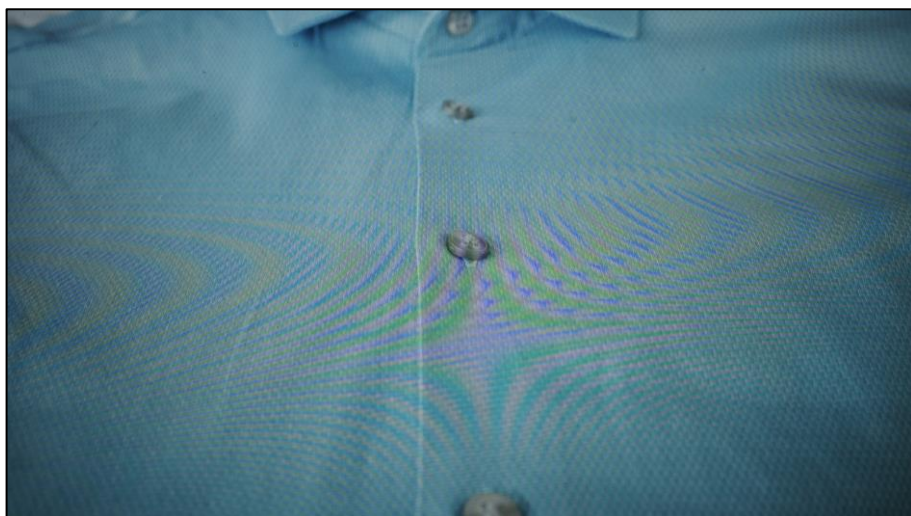
• High

Low

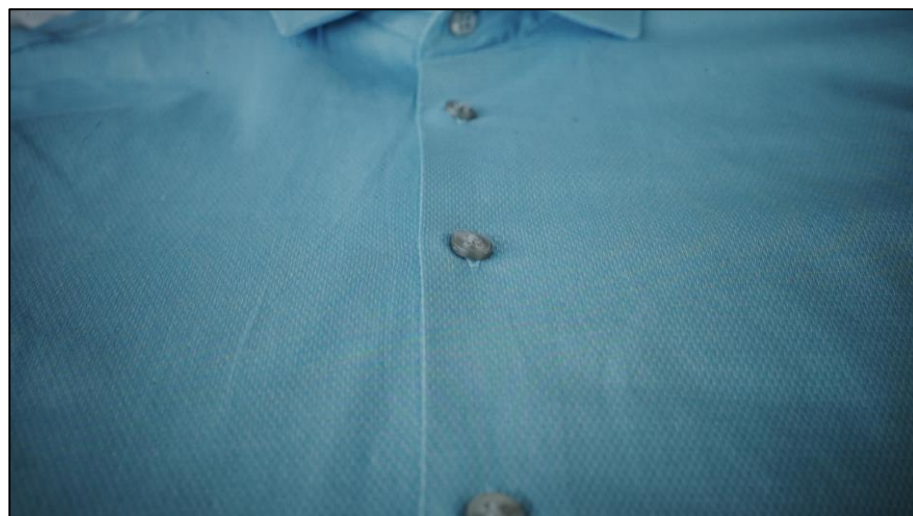
Off

MENU Cancel

OK OK



GR IIIx, AA-FILTER SIMULATOR [OFF]



GR IIIx, AA-FILTER SIMULATOR [HIGH]

FEATURING AN AA (ANTI-ALIASING) FILTER SIMULATOR, WHICH EFFECTIVELY MINIMIZES THE MOIRÉ PATTERNS OFTEN GENERATED ON SUBJECTS WITH FINE, REPETITIVE PATTERNS, AND THE FALSE COLORS COMMONLY GENERATED AT THE EDGES OF HIGH-CONTRAST IMAGES.

THE AA-FILTER SIMULATOR FUNCTION USES THE CAMERA'S SHAKE REDUCTION (SR) MECHANISM TO APPLY MICROSCOPIC VIBRATIONS TO THE IMAGE SENSOR UNIT AT THE SUB-PIXEL LEVEL DURING THE EXPOSURE TO MINIMIZE THESE ADVERSE EFFECTS.

THE AA-FILTER SIMULATOR LETS YOU CHOOSE BETWEEN LOW, HIGH OR OFF FOR THE DESIRED VISUAL EFFECT BASED ON YOUR CREATIVE INTENTIONS.

THE AA-FILTER SIMULATOR PROVIDES THE BEST OF BOTH; THE ABILITY TO REMOVE MOIRÉ WHEN MOIRÉ PATTERNS ARE VISIBLE OR SUSCEPTIBLE AND THE ADVANTAGE OF HIGHER RESOLVING POWER OF AN AA-FILTER-FREE DESIGN.

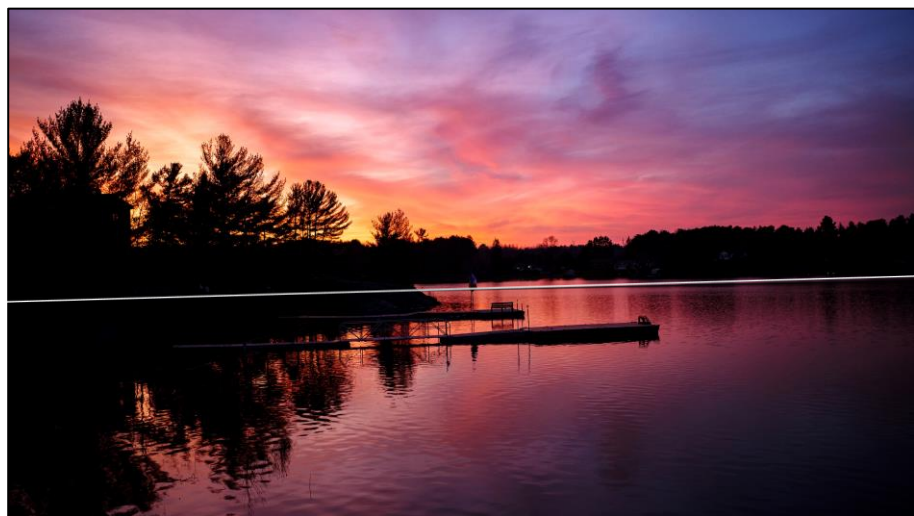
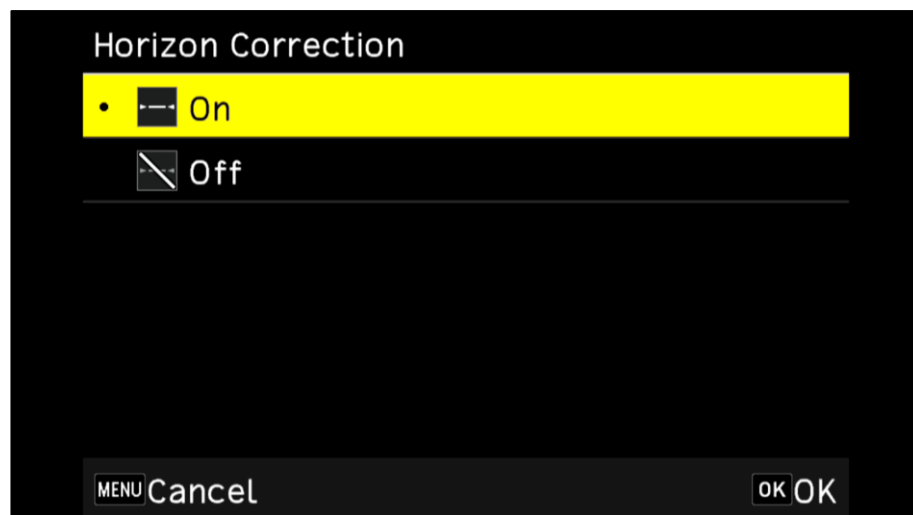
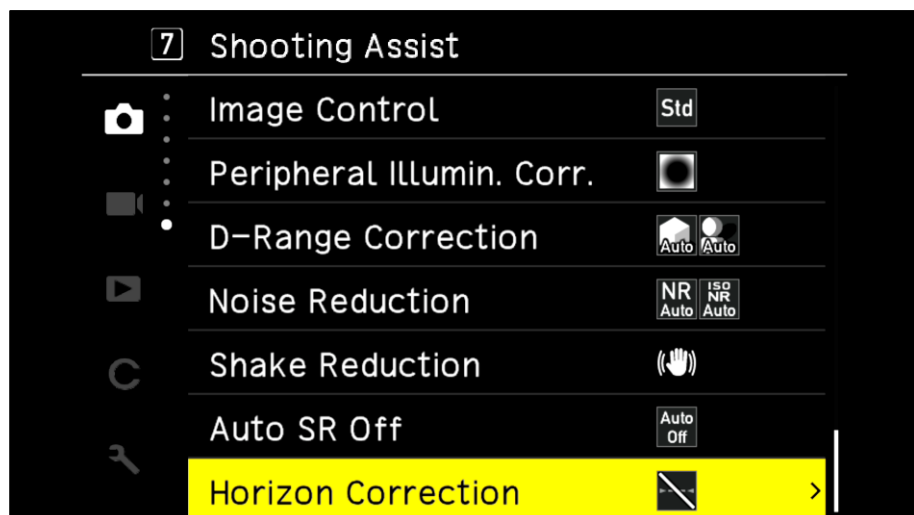
- AA-FILTER SIMULATOR CANNOT BE USED IN SOME SHOOTING MODES.
- AA-FILTER SIMULATOR DOES NOT WORK WITH SOME FEATURES AND FUNCTIONS.
- AA-FILTER SIMULATOR WORKS MOST EFFECTIVELY WITH A SHUTTER SPEED OF 1/1000 SECOND OR SLOWER.

THE MOST POWERFUL
SNAPSHOT
CAMERA

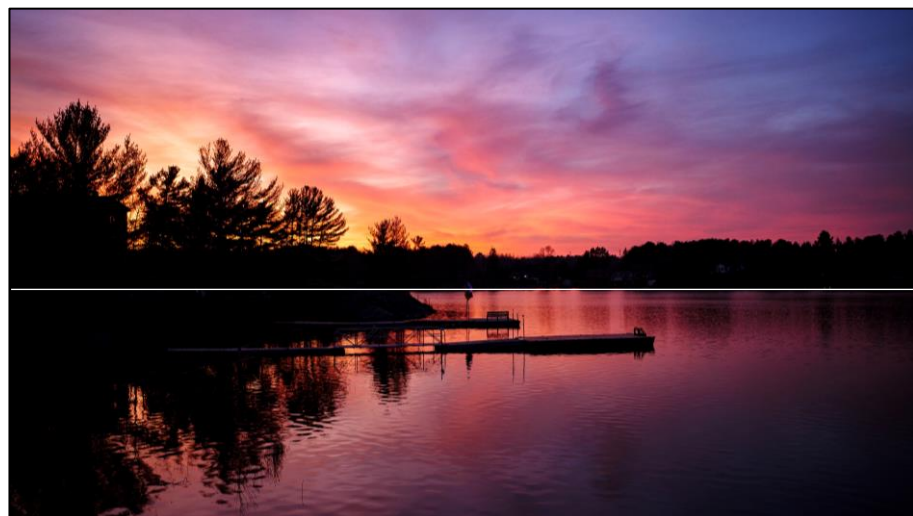
GR

HIGH IMAGE QUALITY
QUICK RESPONSE
EXTREMELY PORTABLE
CONTINUOUSLY EVOLVING

HORIZON CORRECTION



GR III, 1/30 SEC, F/2.8, ISO 400, BUILT-IN ND (2EV)



GR III, 1/30 SEC, F/2.8, ISO 400, BUILT-IN ND (2EV)

THE AUTOMATIC HORIZON CORRECTION FUNCTION USES THE CAMERA'S SHAKE REDUCTION SYSTEM AND ELECTRONIC LEVEL TO AUTOMATICALLY CORRECT FOR SLANTED HORIZONS BY ROTATING THE IMAGE SENSOR (SHAKE REDUCTION, ROLL AXIS) TO COMPENSATE FOR THE CAMERA'S HORIZONTAL TILT. THE AUTOMATIC HORIZON CORRECTION FUNCTION CORRECTS FOR SLANT PRIOR TO IMAGE CAPTURE AND PRODUCES AN UNCROPPED IMAGE WITH FULL RESOLUTION. UNLIKE POST-PRODUCTION, WHICH ROTATES THE ENTIRE IMAGE, RESULTING IN A CROPPED IMAGE THAT CHANGES THE COMPOSITION AND REDUCES THE PIXEL RESOLUTION.

THIS SHAKE REDUCTION FUNCTION IS ESPECIALLY USEFUL WHEN PLACING THE CAMERA ON SLIGHTLY UNLEVEL SURFACES OR SHOOTING HANDHELD.

HORIZON CORRECTION: < CORRECTION RANGE >

WHEN SR IS ON : CORRECTION UP TO 1.0 DEGREE IS POSSIBLE

WHEN SR IS OFF : CORRECTION UP TO 1.5 DEGREE IS POSSIBLE

THIS SHAKE REDUCTION (SR) FUNCTION WAS ADDED TO THE RICOH GR III WITH FIRMWARE UPDATE VERSION 1.20 AS PART OF THE EVOLVING FIRMWARE UPDATES FOR RICOH GR CAMERAS THAT CONTINUOUSLY ADD FEATURES AND FUNCTIONS THROUGH FIRMWARE UPDATES. (NATIVE TO THE RICOH GR IIIX FRIMWARE VERSION 1.00)

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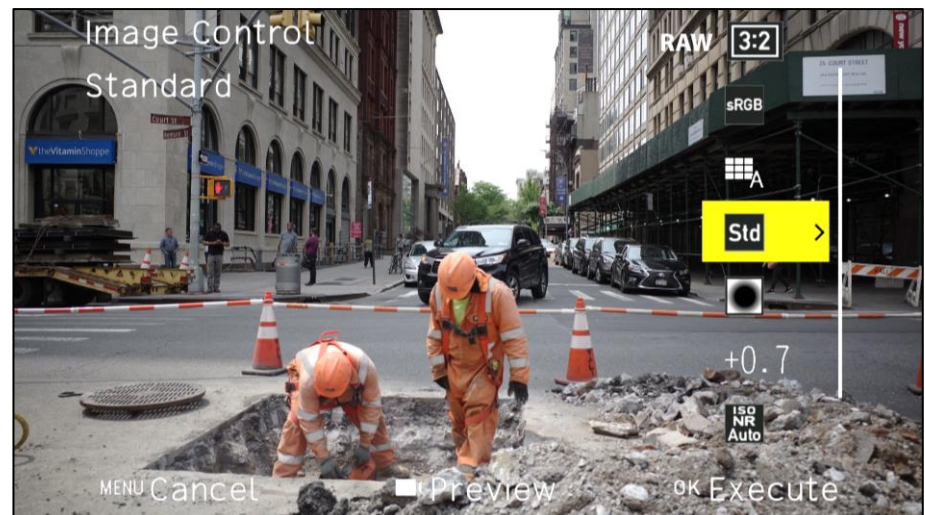
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CONTINUOUSLY EVOLVING

IN-CAMERA RAW DEVELOPMENT



UNDEVELOPED RAW FILE



HIGH-CONTRAST B&W - DEVELOPED IN CAMERA

RAW FORMAT DATA CAN BE PROCESSED IN-CAMERA AND SAVED AS A JPEG FILE. IN-CAMERA RAW DEVELOPMENT ALLOWS FOR FINE TUNING OF THE PHOTO EXACTLY THE WAY YOU WANT USING JUST THE CAMERA, TO ADJUST THE RECORDED PIXELS, ASPECT RATIO, WHITE BALANCE, IMAGE CONTROL MODE AND SENSITIVITY. IN ADDITION, YOU CAN CHOOSE TO INHERIT THE PARAMETERS SET AFTER DEVELOPMENT, WHICH ALLOWS YOU TO EFFICIENTLY FINE-TUNE THE IMAGE ONCE IT HAS BEEN DEVELOPED.

IN-CAMERA RAW DEVELOPMENT IS PERFECT FOR PHOTOGRAPHERS WHO WANT TO TAKE FULL ADVANTAGE OF SHOOTING RAW TO EXPRESS ARTISTIC AND CREATIVE VISIONS BUT ALSO WANT TO SHARE IMAGES INSTANTLY ON SOCIAL MEDIA. ONCE THE RAW FILES HAVE BEEN DEVELOPED IN-CAMERA, THEY CAN EASILY BE TRANSFERRED TO A MOBILE DEVICE USING THE BUILT-IN WI-FI AND SHARED INSTANTLY ON SOCIAL MEDIA. THIS IS PERFECT FOR USERS WHO DO NOT HAVE MOBILE APPS OR SOFTWARE THAT CAN DEVELOP RAW FILES, OR USERS WHO WOULD LIKE TO USE IMAGE CONTROL TONES LIKE [RETRO] THAT ARE NOT AVAILABLE IN OTHER RAW EDITING APPS OR SOFTWARE.

QUICK TIP: ONCE THE RAW FILES HAVE BEEN DEVELOPED IN-CAMERA, YOU CAN USE THE IN-CAMERA "CROPPING" FEATURE TO CHANGE THE ASPECT RATIO FROM (16:9, 3:2, 4:3 AND 1:1). YOU CAN ALSO ADJUST HORIZONTAL ROTATION OF YOUR IMAGE BY PUSHING THE "Fn" BUTTON AND USING THE FRONT DIAL.

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HIGH IMAGE QUALITY

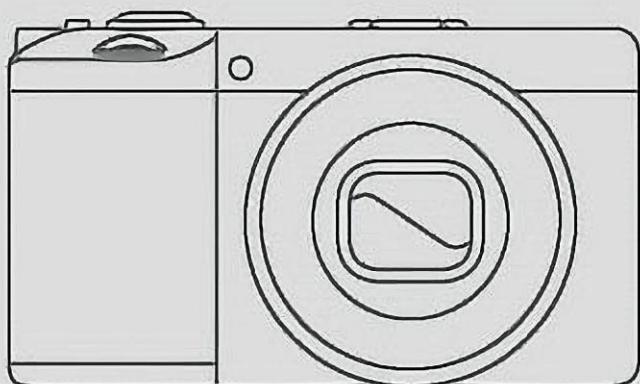
QUICK RESPONSE

EXTREMELY PORTABLE

CONTINUOUSLY EVOLVING

BUILT-IN WI-FI - TRANSFER JPG OR RAW WITH IMAGE SYNC

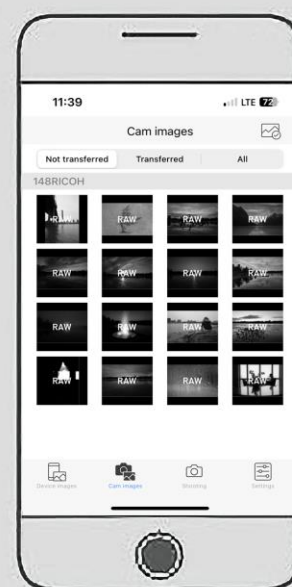
MOBILE READY – EASY AS 1, 2, 3



1. CONNECT TO WI-FI & TRANSFER FULL RESOLUTION RAW DNG FILES TO YOUR MOBILE DEVICE.

2. DEVELOP YOUR RAW FILES USING YOUR MOBILE RAW EDITOR APP.

3. POST YOUR IMAGES TO SOCIAL MEDIA.



6 Wireless Connection

Power Button Lamp	On
Count Down	On
Sound Effects	All
Volume	2
Bluetooth Setting	OFF
Wireless LAN Setting	>
Smartphone Link	

Fn Button Setting

Movie/Wireless Button	
Hold Movie/Wireless Btn.	>
Focus Settings	Shutter
MENU	

CONNECT TO A SMARTPHONE AND USE THE EXCLUSIVE [IMAGE SYNC] APP TO TRANSFER IMAGES OR CONTROL THE CAMERA REMOTELY.

WITH REMOTE CAPTURE, YOU CAN VIEW THE LIVE VIEW IMAGE OF THE CAMERA ON THE MOBILE DEVICE TO CHANGE SHOOTING CONDITIONS SUCH AS EV COMPENSATION, WHITE BALANCE, DRIVE MODE AND OPERATE TOUCH AF AND THE SHUTTER. FURTHERMORE, WHEN HOLDING YOUR MOBILE DEVICE AT HORIZONTAL POSITION, LIVE VIEW IMAGE CAN FILL THE ENTIRE SCREEN AND CHECK THE COMPOSITION.

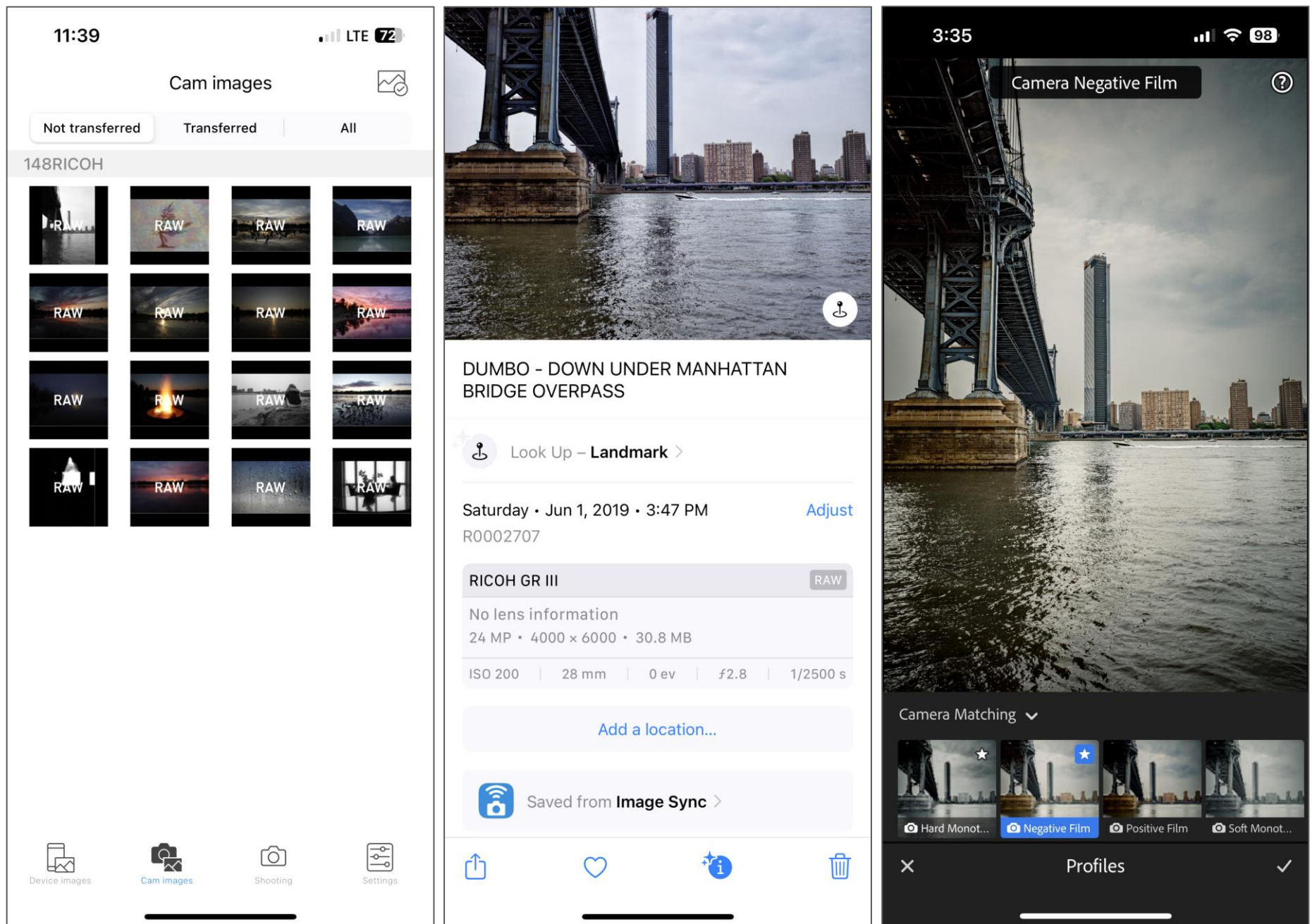
BLUETOOTH® V4.2 (BLUETOOTH LOW ENERGY) IS ALSO SUPPORTED. ENJOY MORE CONVENIENT FEATURES, SUCH AS AUTOMATIC IMAGE TRANSFER, TRANSFER RESIZED IMAGES, RECORDING LOCATION INFORMATION ACQUIRED WITH THE CONNECTED SMARTPHONE, VIEWING CAMERA IMAGES ON YOUR SMARTPHONE OR TRANSFERRING IMAGES FROM THE CAMERA EVEN WHEN ITS STATUS IS OFF, ETC.

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MOBILE READY - CAPTURE, TRANSFER, DEVELOP, SHARE



THE RICOH GR III AND GR IIIX ARE MOBILE READY. WITH THE BUILT-IN WI-FI, IMAGES ON THE CAMERA CAN BE TRANSFERRED TO A SMART DEVICE USING THE [IMAGE SYNC] APP.

YOU DON'T HAVE TO SACRIFICE SHOOTING JPG INSTEAD OF RAW FOR THE CONVENIENCE OF MOBILE TRANSFER!

THE IMAGE SYNC APP ALLOWS FOR FULL RESOLUTION TRANSFER OF JPG FILES AS WELL AS FULL RESOLUTION RAW DNG FILES, MEANING THAT YOU CAN SHOOT RAW, TRANSFER TO YOUR MOBILE DEVICE OVER WI-FI AND DEVELOP YOUR RAW FILES DIRECTLY ON YOUR MOBILE DEVICE, MAKING IT EASIER TO CHECK, DEVELOP AND POST YOUR CREATIVE WORK TO SOCIAL MEDIA IMMEDIATELY OR AT YOUR FAVORITE COFFEE SHOP AFTER A DAY OF SHOOTING.

NOTE: (ADOBE® LIGHTROOM® MOBILE) ALLOWS YOU TO APPLY UP TO 7 DIFFERENT CAMERA MATCHING PROFILES.

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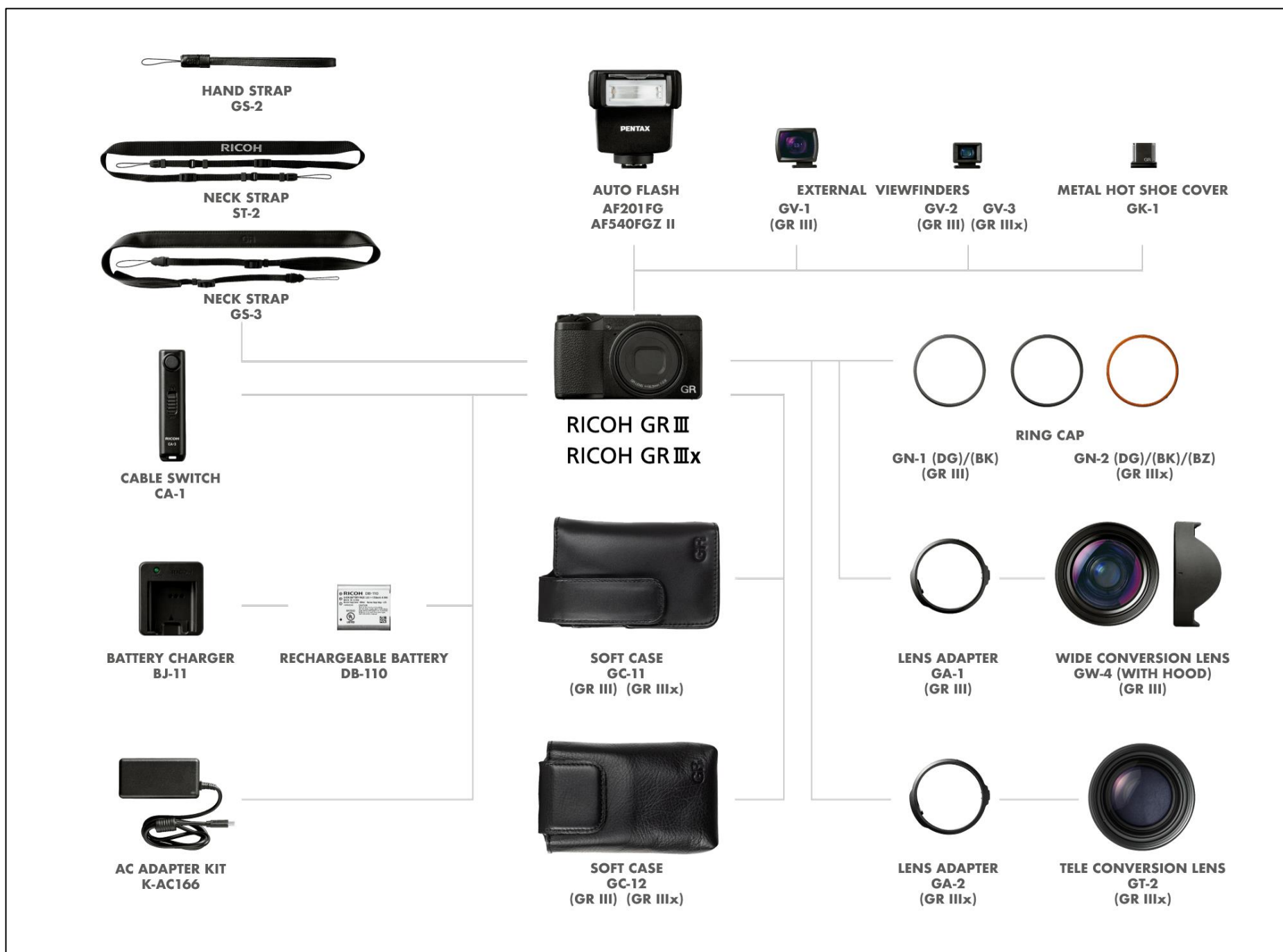
CONTINUOUSLY EVOLVING

RICOH GR – SYSTEM ACCESSORIES

NO SYSTEM IS COMPLETE WITHOUT ACCESSORIES.

THE RICOH GR III AND GR IIIx CAMERAS OFFER A VARIETY OF OPTIONAL ACCESSORIES.

FROM AUXILIARY LENSES, FLASHES AND EXTERNAL VIEWFINDERS, TO BATTERY CHARGERS, STRAPS, CASES AND MORE. OUR GR ACCESSORIES OFFER SOMETHING FOR EVERY PHOTOGRAPHER.



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RICOH GR – DID YOU KNOW?

1. THE IN-BODY SHAKE REDUCTION (SR) SYSTEM

IF YOU SHAKE THE CAMERA WHEN THE POWER IS [OFF], YOU MAY HEAR A STRANGE CLUCKING SOUND. IF YOU HEAR THIS SOUND, THERE IS NO NEED TO WORRY, THIS SOUND IS COMPLETELY NORMAL.

THE SHAKE REDUCTION (SR) SYSTEM IS A FREE FLOATING, IN-BODY IMAGE STABILIZATION SYSTEM THAT IS POWERED BY MAGNETS. SO, WHEN THE POWER IS [OFF], THE SHAKE REDUCTION SYSTEM MOVES FREELY FROM SIDE TO SIDE AND UP AND DOWN, WHICH IS THE NOISE THAT IS HEARD. HOWEVER, WHEN THE CAMERA POWER IS [ON], THE SHAKE REDUCTION (SR) SYSTEM IS ACTIVATED, AND THE SOUND DISAPPEARS.

2. GR BUTTON CUSTOMIZATION (ONE EXAMPLE OF THE MANY CUSTOMIZABLE OPTIONS AVAILABLE)

ASSIGN YOUR MOST FREQUENTLY USED FEATURE OR FUNCTION TO THE [Fn] BUTTON TO QUICKLY ACCESS IT.

FOR EXAMPLE, SOMEONE WHO FREQUENTLY USES THE “ND FILTER” CAN ASSIGN THE “ND FILTER” FUNCTION TO THE [Fn] BUTTON, WHICH CAN BE QUICKLY ACCESSED WITH THE PUSH OF A BUTTON INSTEAD OF GOING INTO THE MENU SYSTEM TO ACTIVATE AND USE THE ND FILTER (SELECT FROM 33 DIFFERENT CUSTOMIZATION OPTIONS).

3. CONTINUOUSLY EVOLVING WITH FUNCTION EXPANDING FIRMWARE UPDATES

THE RICOH GR SERIES CAMERAS ARE WELL KNOWN FOR THEIR FUNCTION EXPANDING FIRMWARE UPDATES. UNLIKE TYPICAL FIRMWARE UPDATES THAT ARE RELEASED TO CORRECT BUG FIXES, THE RICOH GR FUNCTION EXPANDING FIRMWARE UPDATES ARE DESIGNED TO OFFER NEW FEATURES AND FUNCTIONS AND FURTHER ENHANCE THE PERFORMANCE AND OPERABILITY OF THE CAMERA.

SOME OF THE RICOH GR III / GR IIIx EVOLVING FIRMWARE UPDATES THUS FAR INCLUDE ADDING NEW FEATURES AND FUNCTIONS SUCH AS, HORIZON CORRECTION, MONOTONE GRAIN EFFECT SETTINGS, CROSS PROCESSING, NEGATIVE FILM, ENHANCED SMARTPHONE INTEGRATION, FACE/EYE DETECTION AF, DEPTH OF FIELD PRIORITY. ALONG WITH IMPROVEMENTS SUCH AS, IMPROVED AF, SHORTER STARTUP TIME, ENHANCED IMAGE EDITING, IMPROVED IN-CAMERA RAW DEVELOPMENT TO NAME A FEW. BE SURE TO KEEP YOUR FIRMWARE UP TO DATE.

4. IMAGE PLAYBACK

PUSH & HOLD THE [PLAY] BUTTON FOR 1 SECOND TO TURN THE CAMERA [ON] TO REVIEW IMAGES WITHOUT EXTENDING THE LENS. THIS IS IDEAL FOR REVIEWING AND DEVELOPING RAW FILES IN-CAMERA.

5. IMAGE PLAYBACK WITH W-FI

YOU CAN ACTIVATE [WI-FI] IN IMAGE PLAYBACK MODE SIMPLY BY [PUSHING & HOLDING] THE [PLAY] BUTTON FOR 2 SECONDS. THIS WILL PUT THE CAMERA IN PLAYBACK MODE AND ACTIVATE WI-FI FOR IMAGE TRANSFER ALL WITHOUT EVER EXTENDING THE LENS.

TIP: YOU CAN PUSH THE [PLAY] BUTTON AGAIN TO TURN THE CAMERA [OFF]. THIS WORKS FOR BOTH “IMAGE PLAYBACK” AND “IMAGE PLAYBACK WITH WI-FI”.

THE MOST POWERFUL

SNAPSHOT

CAMERA

GR

HIGH IMAGE QUALITY

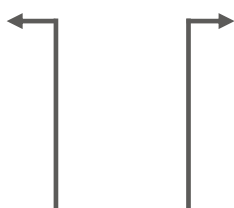
QUICK RESPONSE

EXTREMELY PORTABLE

CONTINUOUSLY EVOLVING

RICOH GR – FIND OUT MORE

RICOH GR III



RICOH GR IIIx



TO FIND OUT MORE INFORMATION ABOUT THE RICOH GR III AND GR IIIx CAMERAS, SCAN THE QR CODES BELOW.



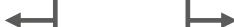
RICOH GR III
WEBSITE



RICOH GR IIIx
WEBSITE



RICOH GR III
FRIMWARE UPDATES



RICOH GR IIIx
FRIMWARE UPDATES



RICOH GR III
OPERATING MANUAL



RICOH GR IIIx
OPERATING MANUAL

