

RICOH GR IV



The GR IV brings together a newly developed APS-C sensor, redesigned lens, and upgraded imaging engine to deliver unmatched image quality in a portable body. With a slimmer design, improved battery life, and dual Bluetooth® + wireless LAN connectivity, the GR IV is built for photographers who want both performance and convenience, wherever their adventures take them.

- **Ultra Compact Design:** Smallest GR to date, easily fits in your pocket.
- **New image sensor:** Back-illuminated 25.74MP APS-C size equivalent CMOS image sensor for higher sensitivity and reduced noise
- **New GR Lens:** Delivers exceptional imaging performance with edge-to-edge sharpness
- **High-sensitivity image quality:** maximum of ISO 204800
- **New imaging engine:** Faster processing speed for better response and autofocus
- **Fast start up and focusing:** 0.6 sec fast start-up, and faster Autofocus
- **Shake Reduction (SR):** Five-axis mechanism minimizes adverse effects caused by pitch, yaw and roll during normal shooting, as well as shift shake during macro photography, by as much as six shutter steps
- **Battery life:** Powered by the high-capacity DB-120 battery for approximately 250 shots on a single charge
- **53GB internal memory:** Even without a memory card, there is plenty of memory in-camera to record images

RICOH GR IV Monochrome



The GR IV Monochrome incorporates a monochrome-dedicated image sensor. By eliminating the color filter used to acquire color information, as well as the interpolation process required to generate color images, the camera can fully draw out the capabilities of the high-performance GR lens, delivering refined rendering and rich tonal gradation.

- **Monochrome-dedicated image sensor:** 25.74MP monochrome-dedicated APS-C CMOS image sensor achieves nuanced detail, high resolution, and exceptional reproduction of tones for outstanding monochrome rendering
- **Dedicated monochrome image processing:** GR ENGINE 7 maximizes the performance of the monochrome-dedicated image sensor, making full use of the brightness information captured by each pixel
- **Expressive high-ISO imaging:** maximum of ISO 409600
- **Image Control Options for Monochrome:** "Solid" and "Grainy" have been developed to bring out the unique appeal of monochrome photography
- **Built-in Red Filter:** A red filter incorporated within the lens unit enables expanded image expression through the use of color even in monochrome photography

RICOH GR IV HDF



The GR IV HDF incorporates the RICOH-original HDF (Highlight Diffusion Filter), designed to deliver mellow, diffused expression with a single-action control. This special-effect filter diffuses highlight areas and creates a blurred effect along the image's edges, making it possible to capture somewhat nostalgic images resembling those captured in film photography or vintage movies.

- **Built-in HDF:** The built-in HDF (Highlight Diffusion Filter) diffuses highlights for softer light, creating more expressive images with a sense of depth and emotion
- **Quickly switch between modes:** The HDF ON/OFF function can be quickly changed with a press of the Fn button
- **Electronic Shutter:** The camera incorporates an electronic shutter (available only at high speeds). With shutter speeds up to 1/16,000 sec, it's possible to shoot at or near maximum aperture even in bright conditions, while maintaining proper exposure