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**PENTAX RICOH IMAGING AMERICAS CORPORATION Adds
Two New Films To Its ‘Director’s Series’**

Entire Collection of Films Shot on PENTAX DSLR and ILC Cameras

April 25, 2012 — DENVER, CO — PENTAX RICOH IMAGING AMERICAS CORPORATION (PENTAX), today announced the addition of two digital short-length films and a “Behind the Scenes” look to its ‘Director’s Series,’ a collection of short films shot by photographers and videographers using various models of PENTAX DSLR and Mirrorless ILCs (Interchangeable Lens Cameras).

The first film, *Abroad*, documents surf film director John Lynch as he travels throughout Indonesia. Shot using the K-5 as well as a variety of PENTAX lenses, the 15-minute film chronicles Lynch’s journey as he finds the answer to a nagging question: “When does a tourist become a traveler?” Working with a group of fellow travelers and locals to bring much-needed desks and school supplies to the tsunami-ravaged island of Sumatra, Lynch used the K-5 to brilliantly capture the metamorphosis of a tourist-turned-traveler as he develops a deep connection to the land and the local people he is helping. With its 1080p HD video capabilities and compact size for easy handling and shooting on the go, the K-5’s enhanced video capture features are evident throughout the film.

Also new to the ‘Director’s Series’ is *The Wedding Speech*, a digital short directed by Tony McNamara of Futuristic Films. Despite its brevity, *The Wedding Speech* delves into love, loss and the resilience of the human spirit—with a little guidance from some K-9 friends. Additionally, its “Behind the Scenes” counterpart joins the “Behind the Scenes” series, documenting the making of this film and the use of the PENTAX K-01 camera and a variety of PENTAX lenses. Optimized for capturing still and video images, the K-01’s full HD 1080p video capture with h.264 compression allows for increased video capture flexibility, making it a great tool for both photographers and videographers.

“DSLR and ILC cameras, with their lens versatility and compact size, are becoming the go-to device for video capture,” said John Carlson, senior manager of sales and marketing for PENTAX. “Many of PENTAX’s advanced camera features support photographers and videographers in their evolving digital imaging needs.”

Abroad, *The Wedding Speech*, and *Behind the Scenes* join several existing films in the ‘Director’s Series’, including *The Letter* and *Uncle Jack*. They can be viewed on the PENTAX YouTube channel at www.youtube.com/pentaxian1.

About PENTAX

PENTAX is a leader in the production of a variety of adventure ready digital cameras including weather-resistant digital SLRs and stylish, compact, waterproof cameras, as well as lenses, flash units, binoculars, scopes, and eyepieces. For more than 90 years, PENTAX has developed durable, reliable products that meet the needs of adventurous consumers and businesses. With new headquarters in Denver, Colorado, PENTAX RICOH IMAGING AMERICAS CORPORATION is a subsidiary of PENTAX RICOH

IMAGING COMPANY, LTD. effective October 1, 2011. Additional details may be found here:
www.pentaximaging.com/news

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