

PENTAX Introduces smc DA 50mm f/1.8 Medium-Telephoto Lens

Compact, lightweight autofocus lens designed exclusively for PENTAX K-Mount interchangeable-lens digital cameras

Denver, CO (May 21, 2012) – [PENTAX RICOH IMAGING AMERICAS CORPORATION](#) today announces the introduction of its new [smc PENTAX-DA 50mm f/1.8](#) medium-telephoto autofocus lens, which is designed exclusively for use with the company's K-mount interchangeable-lens (ILC) digital cameras. Thanks to state-of-the-art optical design technology from PENTAX, the lens' image coverage is optimized for PENTAX K-mount ILC cameras to deliver sharp, clear images from edge to edge. With a sleek, modern look and a lightweight body, the new PENTAX-DA 50mm f/1.8 lens was designed with versatility and flexibility in mind and is ideal for photographers of varying levels, from amateurs to professionals.

"The new PENTAX-DA 50mm f/1.8 lens is ideal for photographers interested in portraiture and general photography," explains John Carlson, Sr., Manager of Sales and Marketing, PENTAX RICOH IMAGING AMERICAS CORPORATION. "The lens measures just 1.5 inches long and weighs only 4.3 ounces, making it small enough and light enough to accompany photographers on all kinds of outings."

When mounted on a PENTAX K-mount ILC camera body, the PENTAX-DA 50mm f/1.8 lens delivers a focal length of 50mm or 76.5mm in the 35mm format. The lens' f/1.8 maximum aperture and round diaphragm blades enable it to produce a natural "bokeh" (out-of-focus) effect, which gives the blurry elements in an image a softer, rounded and more pleasing appearance. Additionally, the f/1.8 aperture makes it possible to increase camera shutter speed when photographing in poorly lit conditions, which minimizes camera shake and helps eliminate blur.

For extra preventative measures, the front surface of the PENTAX-DA 50mm f/1.8 lens is treated with the company's original SP (Super Protect) coating, which repels dust, water, grease, and other substances that may adhere to the surface of the lens. The protective coating promotes trouble-free use in all kinds of shooting situations.

The PENTAX-DA 50mm f/1.8 lens will be available July 2012 with a retail price of \$249.95.

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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