

PENTAX Announces Availability of Marc Newson-Designed K-01 Camera Pouch

Limited-edition pouch offers stylish option for K-01 digital camera owners

Denver, CO (July 5, 2012) – [PENTAX RICOH IMAGING AMERICAS CORPORATION](#)

today announced the availability of a limited-edition camera pouch designed by world-renowned industrial designer Marc Newson. Created specifically for the award-winning PENTAX K-01 interchangeable lens (ILC) camera, this stylish camera accessory is available worldwide now.

“This limited-edition Marc Newson-designed stylish camera pouch is a must-have for K-01 camera owners and design enthusiasts and collectors alike,” said John Carlson, Sr. Manager of Sales and Marketing, PENTAX. “Meticulous attention was paid to every detail of this high quality protective leather pouch that perfectly compliments the stylish K-01.”

Marc Newson designed and contoured this sporty pouch to specifically house the Marc Newson-designed K-01 ILC and smc PENTAX-DA 40mm F2.8 XS lens. The pouch features a unique locking drawstring closure and Newson’s signature embossed on the side, as well as a camera strap that can be conveniently threaded through the bag for fast and easy access to the K-01 camera within.

The PENTAX K-01, introduced in February 2012, features a 16 megapixel APS-C sized CMOS image sensor with low noise image capture and multiple aspect ratios. Additionally, it includes a bright, high-resolution 3-inch LCD with 920,000 dots and full HD 1080p video capture at 30 fps with h.264 compression (60 fps at 720p) for outstanding video capture flexibility.

The Marc Newson K-01 leather camera pouch will be available this week for \$300 and can be purchased exclusively from the PENTAX web store at <http://www.pentaxwebstore.com/>. The K-01 is available for \$749.95 USD (body only) and \$899.95 USD (lens kit including smc PENTAX-DA 40mm F2.8 XS) in Marc Newson-designed packaging and with the Marc Newson-designed camera strap. The smc PENTAX-DA 40mm F2.8 XS unifocal interchangeable standard lens is available for \$249.95 USD.

Additional information is available here: www.pentaximaging.com/news and product images are available here: www.pentaximaging.com/press/pressfiles.html. A video interview with Mark Newson regarding the K-01 design may be viewed here: 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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