

PENTAX Announces New 90mm Macro Lens

New HD PENTAX D FA 645 MACRO 90mm F2.8 ED AW SR lens designed exclusively for the PENTAX medium format 645D SLR camera body

DENVER, CO (September 10, 2012) — [PENTAX RICOH IMAGING AMERICAS CORPORATION](#) (PENTAX), today announces the HD PENTAX D FA 645 Macro 90mm F2.8 ED AW SR interchangeable medium-telephoto lens, designed for the company's 645D SLR medium format camera. When mounted on a PENTAX 645D, this lens offers a 35mm equivalent focal length of approximately 71mm (or approximately 56mm when mounted on a PENTAX 645 film-format camera body). By incorporating two ED (extra-low dispersion) elements and one glass-molded aspherical element in its optics, the lens assures high resolution image reproduction over the entire image field, while effectively minimizing chromatic aberration – a problem commonly associated with fast lenses.

“The new HD PENTAX D FA 645 90mm lens was designed exclusively for our 645D medium-format SLR cameras and it marks an important expansion in our medium-format lens lineup,” explains John Carlson, Sr. Manager of Sales and Marketing, PENTAX. “This versatile medium telephoto lens is ideal not only for portrait and macro photography, but scenic and still life photography as well.”

The FA 645 90mm lens offers macro photography at a maximum magnification of 0.5X. In close-up applications, its floating mechanism effectively compensates for the curvature of the field to assure sharp, well-defined images.

PENTAX D FA 645 90mm HD Lens Features

New HD Coating and Aero Bright Coating to optimize light transmittance and minimize reflection

This lens is treated with HD Coating*, a newly developed, high grade multi-layer lens coating, which offers higher light transmittance with reduced reflection, to deliver sharp, clear images free of flare and ghosting, even under demanding lighting conditions such as backlight. By coupling this coating with the PENTAX-exclusive, high grade Aero Bright Coating,** this lens optimizes light transmittance while minimizing refraction.

* HD stands for High Definition, and signifies the lens's capacity to reproduce images that excel in transparency, definition, resolution and rendition.

** A PENTAX-original lens coating process developed through the use of advanced nanotechnology. Using a silica aerogel with a uniform porous structure as the base material, this coating produces clear, high-quality images by assuring an outstanding anti-reflection performance over a broad wavelength range.

PENTAX-original, lens-based SR mechanism

This is the first lens to incorporate the PENTAX-innovated SR (Shake Reduction) mechanism within the lens barrel. Since this mechanism effectively compensates for camera shake up to approximately 3.5 shutter steps, the user is assured of sharp, blur-free images even under conditions prone to camera shake, such as when handholding the camera in poorly lit locations without flash illumination, or when photographing sunset scenes.

Dustproof, weather-resistant construction

Part of the AW (All Weather) series, this lens features a dependable dustproof and weather-resistant construction with 11 special seals to effectively prevent the intrusion of dust and water into the lens interior. By mounting it on a PENTAX 645D camera body, the user is assured of a durable, reliable imaging system that performs superbly in demanding outdoor conditions such as rain, mist, or in locations prone to water splashes or spray.

New exterior design signifying HD series

While inheriting traditional design features of PENTAX medium-format lenses, such as a twill-patterned focus ring and metal rings, this lens features a red anodized ring on the front of the focus ring to signify the new HD PENTAX lens series and enhance its exclusive appearance.

Other features:

- Quick-Shift Focus system for instant switching to manual focus operation after the subject is captured in focus by the camera's AF system
- SP (Super Protect) coating applied to the front surface of the lens to effectively repel water and grease and to allow dust and stains to be easily wiped from the front lens element.
- Rounded diaphragm blades deliver precise control while producing a smooth, beautiful *bokeh* (out-of-focus rendition), minimizing the streaking effect of point light sources

For details on the complete line-up of PENTAX lenses, visit: <http://pentaximaging.com/camera-lenses/about>.

Additional information including product specifications is available here: www.pentaximaging.com/news and product images are available here: www.pentaximaging.com/press/pressfiles.html.

♦ *Designs and specifications are subjects to change without notice.*

Pricing & Availability

Availability of the HD PENTAX D FA 645 MACRO 90mm F2.8 ED AW SR lens is TBD. It has a suggested retail price of \$4,499.95.

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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Medium Format Lens (cont'd)**

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