

## **PENTAX Introduces New K-5 II & K-5 IIs DSLR Cameras**

*Versatile cameras feature newly developed AF sensor for stellar performance in low-light conditions, as well as high quality CMOS sensor, LCD monitor*

**Denver, CO (September 10, 2012)** – [PENTAX RICOH IMAGING AMERICAS CORPORATION](#) today announced the introduction of its PENTAX K-5 II and K-5 IIs flagship digital SLR cameras, designed to advance the company's well-received K-5 camera, which launched in October 2010. These new dustproof, weather-resistant and cold-resistant cameras include a newly developed SAFOX X AF sensor that delivers the broadest autofocus EV range (-3 EV to +18 EV) in its class. In addition, the PENTAX K-5 IIs is offered without an anti-aliasing filter, making it the perfect solution for photographers who practice commercial and studio photography where camera settings, lens selection, lighting, and other shooting conditions are controlled.

The new PENTAX K-5 II / K-5 IIs offer a compact, solid body that delivers high quality image reproduction, especially when working in low light conditions. The camera's new, highly sensitive AF sensor enables photographers to work with a luminous flux based on F2.8 levels in addition to F5.6, which increases the AF accuracy when using fast lenses. The AF sensor also includes an upgraded AF algorithm as well as the Select-Area Expansion feature, which automatically tracks the subject when it deviates from a pre-assigned selection point, by assessing data from neighboring sensors.

"The new K-5 II and K-5 IIs deliver an extensive range of photographic possibilities for the resolution-conscious photographer in all of us. As a successor to our popular K-5 camera, these new models offer upgraded features designed to produce superb image quality, including the new AF sensor which is especially useful for photographers working in low light conditions," said John Carlson, Sr. Manager of Sales and Marketing, PENTAX.

Major features include:

### **High resolution CMOS sensor for true-to-life images with minimal noise**

With its large sensor measuring 23.7mm by 15.7mm with approximately 16.28 effective megapixels, the K-5 II's latest-generation CMOS image sensor ensures high-speed image data readout. By coupling the sensor with the PRIME (PENTAX Real Image Engine) II imaging engine, the K-5 II delivers super high resolution, rich gradation digital images free of digital noise over a wide sensitivity range – from ISO 100 to ISO 12800 in the standard setting, or from ISO 80 to ISO 51200 when expanded via a custom function.

### **High quality LCD monitor with outstanding visibility outdoors**

The K-5 II includes a 3.0 inch, wide-view, air-gap-free LCD display with approximately 921,000 dots for excellent visibility when outdoors. Situated between the front glass panel (which is coated with an anti-glare film) and the LCD screen is a unique resin layer that alleviates the reflection and dispersion of light to effectively prevent ghost images and maintain image brightness. The LCD cover is also made of tempered glass to keep it free of scratches and abrasions.

### **Anti-aliasing filter-free feature of the K-5 IIs**

The K-5 IIs is offered without an anti-aliasing filter, which is commonly found in many DSLRs to smooth computer generated imagery by decreasing high frequencies and distortion, but adversely reduces detail resolution. Without this filter, the K-5 IIs creates deeply rich, detailed imagery at supreme resolution levels.

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**Compact, solid body with dustproof, weather-resistant construction**

The K-5 II's exterior casing is made of sturdy and lightweight magnesium alloy, while its chassis is made of highly rigid stainless steel. With 77 special seals in its body, the camera offers a dustproof, weather-resistant and cold-resistant construction, assuring reliable operation at temperatures as low as 14°F (-10°C). It also features a dependable shutter unit for a top shutter speed of 1/8000 per second, and the ability to withstand as many as 100,000 shutter releases.

**PENTAX-original SR mechanism**

The camera features the PENTAX-developed SR (Shake Reduction) mechanism, which compensates for the adverse effects of camera shake by approximately three shutter steps for blur-free images. The SR mechanism works with a variety of PENTAX interchangeable lenses – even those designed for film-format cameras. Thanks to its flexible design, which shifts the image sensor unit in all directions within the image plane, the K-5 II offers several useful features to assist the photographer during shooting, such as auto level compensation and image composition fine-adjustment functions.

**Bright, clear optical viewfinder with a nearly 100-percent field of view**

The K-5 II features a glass pentaprism finder with a 100% field of view and approximately 0.92-times magnification (with a 50mm F1.4 lens at infinity) for an exceptional view of the entire image field and improved accuracy while photographing. The camera is also equipped with the Natural-Bright-Matte III focusing screen to facilitate manual-focus operation.

**High-speed, continuous shooting to capture up to seven images in one second**

The K-5 II's high-speed continuous shooting mode allows photographers to record as many as 30 images (in the JPEG format) in a single sequence at a maximum speed of approximately seven images per second. This is ideal when shooting fast-moving subjects such as athletes and wildlife – all with ease and precision.

**Innovative image processing functions**

A custom image function allows users to easily select the desired finishing touch for a particular image to help express their creativity. This function provides a choice of nine distinctive custom image modes, such as Bleach Bypass, which creates a solemn visual effect used in motion pictures, and Cross Process, which produces eye-catching images with unique, dramatic colors. The K-5 II also offers 18 built-in digital filters, including sketch and posterization, to add distinctive visual effects to images without the need for software-aided computer re-touching.

Additional features of the PENTAX K-5 II / K-5 IIs include:

- Electronic Level function, with a vertical level scale
- Automatic compensation of distortion and lateral chromatic aberration (available only with DA,D FA and FA Limited series lenses)
- CTE mode, to automatically adjust the white balance to emphasize the dominant colors of a specific scene
- DR II (Dust Removal II) mechanism, to effectively shake dust off the CMOS image sensor using ultrasonic vibration
- PENTAX-original Hyper Control system, to swiftly and accurately respond to the photographer's creative intentions
- Dynamic range expansion function, to compensate for both whitewashed (overexposed) highlight area and blackout (underexposed) shadow area
- RAW data retrieve function to save the original RAW data of a just-recorded JPEG format image
- RAW/Fx button, for single-action switching of image file format, as well as for assignment and instant recall of a specific function
- A choice of three grid patterns while in Live View mode, including "Golden Section"

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- Long battery life, for recording of approximately 980 images with a full recharge

**Pricing and Availability**

The new PENTAX K-5 II will be available at retail outlets nationwide and online in October 2012 with a suggested retail price of \$1,199.95 for body only, \$1,349.95 for the K-5 II kit including the DA 18-55mm WR zoom lens and \$1,549.95 for the K-5 II kit including the DA 18-135mm WR zoom lens. The K-5 IIs will also be available at retail outlets nationwide and online in October with a suggested retail price of \$1,299.95 for body only.

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

**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](http://www.pentaximaging.com/news)

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