

PENTAX Announces Two New K-Mount Lenses

smc PENTAX DA 18-270mm F3.5-5.6 ED SDM zoom lens and HD PENTAX DA 560mm F5.6 ED AW designed exclusively for K-mount DSLR cameras

DENVER, CO (September 10, 2012) — [PENTAX RICOH IMAGING AMERICAS CORPORATION](#) (PENTAX), today announces two new lenses designed specifically for use with all K-mount camera bodies.

The new smc PENTAX DA 18-270mm F3.5-6.3 ED SDM high magnification interchangeable zoom lens offers a 15X zoom ratio to cover focal lengths from wide angle to super telephoto, while its built-in supersonic AF driving mechanism achieves both smooth, quiet autofocus operation in a compact, lightweight design. The lens offers an extraordinary wide angle-to-long-telephoto zoom coverage making it extremely versatile and handy, allowing the user to effortlessly capture a wide variety of subjects, ranging from landscapes and snapshots to sports events, without the need to change lenses.

The new HD PENTAX DA 560mm F5.6 ED AW interchangeable super-telephoto lens, featuring PENTAX's exclusive HD Coating – a newly developed high grade multi-layer lens coating – and telescope-type optics, delivers clear, well-defined images of distant subjects.

“The introduction of these two new K-mount lenses expands the lineup of a vast array of PENTAX lenses already available for our family of DSLR cameras,” explains John Carlson, Sr. Manager of Sales and Marketing, PENTAX. “With 25 million lenses produced since 1975, our commitment to the K-Mount line of lenses has been strong and unwavering. Every new lens that is introduced offers photographers more ways to expand their creative vision.”

smc PENTAX DA 18-270mm F3.5-6.3 ED SDM Features

Versatile zoom with an extra wide range

When mounted on a PENTAX K-mount interchangeable-lens digital camera body, this zoom lens offers a 15X zoom ratio, the longest range in the PENTAX lineup, covering focal lengths from 27.5mm wide angle to 414mm super telephoto (equivalent 35mm range). Ideal for travel photography, this focal range enables photographers to capture a wide variety of scenes and subjects without needing to change lenses. Its newly designed optics serve as the key to achieving such wide zoom coverage in a compact, lightweight body, for optimal versatility and maneuverability.

Supersonic AF motor (SDM)

Thanks to the incorporation of the PENTAX-original SDM autofocus system driven by a built-in supersonic motor, this zoom lens offers exceptionally smooth and quiet autofocus operation. When mounted on an SDM-compatible PENTAX K-mount digital camera body,* the focus mode is automatically switched to SDM-assisted autofocus to ensure dependable, flawless AF operation.

** This lens is compatible with the PENTAX K-5 II, K-5 IIs, K-30, K-01, K-5, K-r, K-7, K-x, K-m, K20D, K200D, K100D Super and K10D camera bodies (with Ver. 1.30 or later firmware installed). When mounted on other camera bodies, the focus mode is automatically switched to manual.*

Exceptional image description

Incorporating two extra-low dispersion (ED) elements in its optics, this zoom lens delivers bright, high resolution images, even on the edges, while effectively minimizing chromatic aberration.

Other features

- Minimum focusing distance of 1.6 ft. (0.49m) over the entire zoom range
- Rounded diaphragm delivers precise control while producing a smooth, beautiful *bokeh* (out-of-focus rendition), minimizing the streaking effect of point light sources

HD PENTAX DA 560mm F5.6 ED Features

Outstanding image rendition of distant subjects

When mounted on a PENTAX K-mount digital camera body, this super-telephoto lens offers a focal length of approximately 859mm (equivalent 35mm format). Since its unique telescope-type optics require fewer optical elements than conventional lens optics, it assures sharp, well-defined images, particularly with distant subjects.

New, high grade HD Coating

This lens is treated with the HD Coating, ** a high grade multi-layer lens coating recently developed by PENTAX. Compared with conventional multi-layer coatings, this new coating provides higher light transmittance with reduced reflection, to deliver sharp, clear images free of flare and ghosting, even under demanding lighting conditions such as backlight.

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

Dustproof, weather-resistant construction

As a new model of the AW (All Weather) series, this lens features a dependable dustproof, weather-resistant construction with 29 special seals to effectively prevent the intrusion of dust and water into the lens interior. By coupling this lens with a dustproof, weather-resistant PENTAX interchangeable lens digital camera body such as the PENTAX K-5 II or PENTAX K-30, the user is assured a durable, reliable imaging system that performs superbly in demanding outdoor settings such as rain or mist, or in locations prone to water splashes or spray.

Easy control of circular polarizing filter

This lens comes with a built-in, removable filter holder in the barrel. By mounting the C-PL (circular polarizing) filter (40.5mm in diameter; included as an exclusive accessory) to the holder, the user can easily obtain the desired polarizing effect simply by rotating the filter using its control ring.

New exterior design signifying HD series

The lens exterior has been painted an elegant white to minimize heat haze generated inside the lens barrel due to long exposure to the sun. Featured in the middle of the lens barrel, a red anodized ring serves as a distinct, radiant symbol of the new HD PENTAX lens series. Strap lugs are made from machined aluminum to enhance its exclusive appearance.

Other features

- Smooth autofocus operation using an AF driving motor (DC motor) installed in the lens barrel***
- 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 easily wipe off dust and stain

- Rounded diaphragm blades deliver precise control while producing a smooth, beautiful *bokeh* (out-of-focus rendition), minimizing the streaking effect of point light sources

**** This lens is compatible with the PENTAX K-5 II, K-5 IIs, K-30, K-01, K-5, K-r, K-7, K-x, K-m, K20D, K200D, K100D Super and K10D camera bodies (with Ver. 1.30 or later firmware installed). When mounted on other camera bodies, the focus mode is automatically switched to manual.*

Pricing and Availability

The new smc PENTAX DA 18-270mm F3.5-5.6 ED SDM zoom lens will be available at retail outlets nationwide and online in November 2012 with a suggested retail price of \$799.95. The new HD PENTAX DA 560mm F5.6 ED AW will be available at retail outlets nationwide and online in December 2012 with a suggested retail price of \$6,999.95.

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.*

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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