

PENTAX Demonstrates Host of New Products At PhotoPlus Expo 2012

New DSLR, point-and-shoot and ILC cameras, new lenses, and additions to the Q-Series camera line round out company's sophisticated offerings

New York, NY (October 17, 2012) PhotoPlus Expo Booth #744 — [PENTAX RICOH IMAGING AMERICAS CORPORATION](#) (PENTAX) will exhibit and demonstrate several new products including its new flagship K-5 II digital SLR, point-and-shoot models, and ILC cameras, as well as new lenses and accessories at PhotoPlus Expo 2012, October 24-27, 2012 at the Jacob K. Javits Convention Center in New York City. Additionally, PENTAX will have its largest booth space at the show to date, measuring 1,200 square feet. And, attendees who visit the PENTAX booth can pick up a rebate form for substantial savings on a wide variety of PENTAX DSLR cameras as well as register in a daily drawing for a chance to win a K-30 DSLR camera kit with DA L 18-55mm lens.

“PENTAX is proud to participate in PhotoPlus Expo. The show serves as an invaluable platform for professional photographers and enthusiasts alike to network and share their ideas and techniques, while offering PENTAX the opportunity to connect with our customers and prospects in a very personal and hands-on environment,” said John Carlson, Sr. Manager of Sales and Marketing, PENTAX.

Attendees can receive hands-on demonstrations of several of the company's newest cameras including the advanced and weatherproof PENTAX K-5 II and K-5 IIs Digital SLR, the world's smallest and lightest interchangeable lens camera, the Q10, and the PENTAX X-5 point-and-shoot camera with 26X optical zoom. Additionally, PENTAX will also be displaying several recently announced lenses, including: HD PENTAX D FA 645 Macro 90mm f/2.8 ED AW SR interchangeable medium-telephoto lens designed for use with the PENTAX 645D, smc PENTAX DA 18-270mm f/3.5-5.6 ED SDM zoom lens and HD PENTAX DA 560mm f/5.6 ED AW designed exclusively for K-mount DSLR cameras as well as the Q-Mount PENTAX 06 15-45mm f/2.8 telephoto zoom lens and Adapter Q for PENTAX K-mount lenses.

New PENTAX K-5 II and K-5 IIs digital SLR cameras

The PENTAX K-5 II and K-5 IIs flagship digital SLR cameras were 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 and maximum resolution and sharpness are required. 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 new AF system 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.

New 12.4 megapixel PENTAX Q10 interchangeable lens camera, Q-Mount PENTAX 06 15-45mm f/2.8 telephoto zoom lens and Adapter Q for PENTAX K-mount lenses

PENTAX has expanded its innovative Q system with the new 12.4 megapixel PENTAX Q10 interchangeable lens camera, new Q-Mount PENTAX 06 15-45mm f/2.8 telephoto zoom lens and

Adapter Q for PENTAX K-mount lenses. The super-compact and ultra-lightweight PENTAX Q10, barely larger than a deck of cards, offers digital-SLR-quality photography for photographers of all levels. Based on the popular PENTAX Q (launched in August 2011) – the world’s smallest, lightest digital interchangeable lens camera* – the Q10 features a newly adopted CMOS image sensor and an upgraded algorithm to provide users with improved performance, including higher quality images and faster autofocus (AF) operation.

** For a digital interchangeable lens camera, as of August 31, 2012 (based on PENTAX research).*

New HD PENTAX D FA 645 Macro 90mm f/2.8 ED AW SR lens

Featuring dustproof, weather-resistant construction, the HD PENTAX D FA 645 Macro 90mm f/2.8 ED AW SR interchangeable medium-telephoto lens is 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 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. The HD PENTAX D FA 645 Macro 90mm f/2.8 ED AW SR also incorporates the new HD Coating and Aero Bright Coating to optimize light transmittance and minimize reflection

New K-Mount smc PENTAX DA 18-270mm f/3.5-5.6 ED SDM zoom lens and HD PENTAX DA 560mm f/5.6 ED AW lens

The smc PENTAX DA 18-270mm f/3.5-6.3 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 HD PENTAX DA 560mm f/5.6 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. Both lens are designed for use with all PENTAX K-mount camera bodies

New 16 megapixel PENTAX X-5 point-and-shoot digital camera

The PENTAX X-5 digital camera is an ideal choice for photographers who want to easily capture beautiful, high-quality images of a wide variety of subjects and scenes. Featuring a powerful high-magnification optical 26X super-telephoto zoom lens, the new PENTAX X-5 provides photographers with a focal length of 4mm-104mm (22.3mm ultra-wide angle to 580mm super telephoto 35mm equivalent). Coupled with the camera’s Macro mode, which allows photographers to capture dramatic close-up images of subjects as near to the lens as 0.4 inches, the X-5 delivers an extensive range of creative photographic possibilities. For effortless image composition and image playback, the PENTAX X-5 also features a large tiltable 3.0-inch, high-definition LCD screen that offers sharp image viewing, even in bright sunlight, while allowing users to shoot from high and low angles to keep the subject neatly framed in the image area. By combining a state-of-the-art image processing engine and back-illuminated CMOS image sensor with low-noise, even up to ISO 6400, and approximately 16.0 effective megapixels, the PENTAX X-5 provides users with very high-resolution images.

New HD Coating technology for all new HD PENTAX lenses

PENTAX has introduced its newly developed HD Coating technology – a multi-layer lens coating process for all new HD PENTAX lenses. Compared with conventional multi-layer coatings, the new multi-layer HD Coating,* exclusively developed by PENTAX, offers much improved light transmittance and a much lower refractive index. Because this advanced coating minimizes reflections, the lens delivers sharp, clear images free of flare and ghosting, even under demanding lighting conditions such as backlight. This coating assures optical performance almost equal to Aero Bright Coating, another PENTAX-exclusive lens coating process made possible by advanced nanotechnology and applied to higher-class lenses.

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

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

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