

December 10, 2009

**The smc PENTAX-D FA MACRO 100mmF2.8 WR
A weather-resistant macro lens with high-quality exterior finish,
designed for use with PENTAX SLR cameras**

HOYA CORPORATION PENTAX Imaging Systems Division is pleased to announce the launch of the smc PENTAX-D FA MACRO 100mmF2.8 WR, an interchangeable macro lens designed for use with PENTAX digital and film-format SLR cameras. Combining a high-quality exterior finish with a PENTAX-original simplified weather-resistant construction, this new macro lens is especially useful for demanding outdoor applications.

Major Features

1. High-quality exterior finish with high-grade aluminum barrel

This macro lens features a high-grade chipped-aluminum barrel, and its exterior design has been greatly refined from that of the existing D FA-series lenses to deliver a more sophisticated, exclusive appearance. The entire mechanism of the focus ring has been reviewed and upgraded to assure flawless manual-focus operation.

2. Simplified weather-resistant construction for greater reliability outdoors

This macro lens features a simplified weather-resistant construction, which minimizes the intrusion of water and moisture into the lens barrel. By mounting the lens on a PENTAX weather-resistant digital SLR camera body, the user is assured of greater durability and reliability when shooting in rain or mist, as well as at locations subject to a spray or splash. The lens also features the PENTAX-original SP (Super Protect) coating on its front surface to repel dust, water and grease and to minimize fingerprints and cosmetic spots. These features make the lens ideal for all types of outdoor applications.

3. Rounded diaphragm blade to produce a beautiful bokeh

The PENTAX-D FA MACRO 100mmF2.8 WR is the first PENTAX interchangeable macro lens featuring a completely rounded diaphragm blade. This creates a natural, beautiful bokeh, while minimizing the streaking effect of point light sources.

4. High-quality image description

When mounted on a PENTAX digital SLR camera body, this lens offers a focal length equivalent to 153mm in the 35mm format. Inheriting the high-performance optics of the renowned smc PENTAX-D FA MACRO 100mmF2.8 lens, it delivers high-quality, true-to-life images, while minimizing annoying flare and ghost images — problems common in digital SLR photography. Its maximum magnification of life size allows the photographer to capture dramatic close-up images with great ease.

5. Other features

- 1) A working distance of 13cm (in life-size applications) to facilitate the shooting of unapproachable subjects, such as insects
- 2) The PENTAX-developed Quick-Shift Focus System for instant switching to manual-focus operation after the subject is captured in focus by the camera's AF system
- 3) An image circle accommodating the image size of 35mm film-format cameras
- 4) Compatibility with the macro adapter included in the PENTAX AF160FC Dedicated Auto Macro Flash

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smc PENTAX-D FA MACRO 100mmF2.8 WR	
Focal Length	100mm (Equivalent to 153mm in 35mm format)
Aperture	F2.8
Minimum Aperture	F32
Lens Construction	9 elements in 8 groups
Angle of View	16° (wiith PENTAX Digital SLR body)
	24.5° (wiith 35mm Film SLR body)
Minimum Focusing Distance	0.303m (0.99 ft.)
Maximum Magnification	1.00x
Filter Diameter	49mm
Diaphragm Control	Fully Automatic
Number of Diaphragm Blades	8
Lens Aperture Ring	None
Tripod Adapter	None
Lens Hood	PH-RBE49
Lens Case	S80-120
Front Cap	O-LC49
Maximum Diameter & Minimum Length	65mm x 80.5mm (2.6 inch x 3.2 inch)
Weight	340g (12 oz.)
Furnished accessory	Food, Case, and Lens Cap
Remarks	Simplified Weather-Resistant
	Rounded Diaphragm Blade
	Quick-Shift Focus System
	SP (Super Protect) Coating