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PENTAX K-3 Digital SLR Camera Named "BEST DSLR EXPERT" at 2014 TIPA Photo & Imaging Awards

RICOH IMAGING COMPANY, LTD. is pleased to announce that the PENTAX K-3, the flagship of the PENTAX K digital SLR camera series, first launched in November 2013, was selected the BEST DSLR EXPERT by the prestigious Technical Image Press Association (TIPA). The selection was made primarily because of the camera's exceptional, super-fine image quality, as well as its excellent reliability and outstanding operability.

TIPA is an independent, non-profit organization comprising the chief editors and technical editors of 29 leading photo and imaging magazines in 16 countries, most of them in Europe. This year's winners in various categories were decided from all new photo and imaging products introduced to the market from April 1, 2013 to March 31, 2014. The PENTAX K-3 received the highest rating in the Best DSLR Expert category.



PENTAX K-3

In its official product citation, TIPA noted that its members "Developed by Ricoh Imaging as the flagship of the PENTAX K digital SLR camera series, the Pentax K-3 with 24MP APS-C CMOS sensor adds the unique "anti-aliasing simulator" to its low pass filter-less design. Housed in a weather-sealed magnesium alloy body, the camera can deliver 8.3 frames per second in bursts of 23 RAW or 60 JPEG images. Utilizing the sensor-shift image stabilization mechanism it adds a controllable "anti-moiré" effect. The K-3 delivers Full HD video with stereo sound and an upgraded interval movie mode for capturing 4K movie clips. It also incorporates a new PRIME III

processor and 27-point SAFOX II AF system, with 25 cross-type sensors. The shutter is now rated at a robust 200,000 actuations".