



Nyheter CP+ 2020

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Pentax Product Updates for CP+ 2020

Three new lenses and a flagship APS-C DSLR coming soon

Ricoh Imaging premiered a Youtube video showcasing three new Pentax lenses as well as the upcoming APS-C flagship DSLR— products that would likely have appeared at the CP+ 2020 trade show two months ago had it not been cancelled due to the coronavirus pandemic. Two of the lenses were introduced for the very first time in this video and presented by members of the Pentax marketing/planning teams whom we had met in prior years during our CP+ and Photokina Pentax interviews (Hiraku Kawauchi, Tetsuya Iwasaki, and Shigeru Wakashiro). The video, formatted as a web conference, struck a highly positive tone with great enthusiasm from the presenters. Moreover, details such as product specifications and anticipated delivery dates were communicated with a far greater degree of transparency than in traditional press releases or interviews. Despite the coronavirus and troubles within the broader camera market, Pentax appeared committed to delivering high-quality DSLR products and is focusing on enhancing the photographer's traditional shooting experience. In fact, the pandemic seems to have had a minimal impact on Pentax's product planning and release schedules.

Below is a summary of the products discussed in the video. The 21mm and 16-50mm lenses, which made their debut today, had long been requested by the PF community through feedback over the past several years.

D FA 21mm Limited ED DC WR (tentative name)

A premium, compact wide-angle lens for full-frame, slated for launch in 2021

DA* 16-50mm 16-50mm F2.8 ED PLM AW (tentative name)

An overhauled, high-performance walkaround lens for APS-C, slated for launch in early 2021

D FA* 85mm F1.4 ED SDM AW

An ultra-high-performance full-frame portrait lens, slated for launch in 2020

New K-mount flagship DSLR

A new APS-C camera with the latest tech and viewfinder design, slated for launch in late 2020



D FA 21mm Limited ED DC WR



HD Pentax-DA * 16-50mm F2.8 ED PLM AW



D FA* 85mm F1.4 ED SDM AW



New Pentax Flagship APS-C DSLR