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precious moments





The new mid-range digital SLR camera addressing the high-level amateur photographer.

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- 14.6 Megapixels
- APS-C size
- Crop factor 1.5
- CMOS technique
- Up to ISO 6400



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4672 x 3210 pixels 14.6 MP

4288 x 2848 pixels

3872 x 2592 pixels

12 MP

10 MP

+ 20% =

+ 50%

Embargo: 24th January 2008

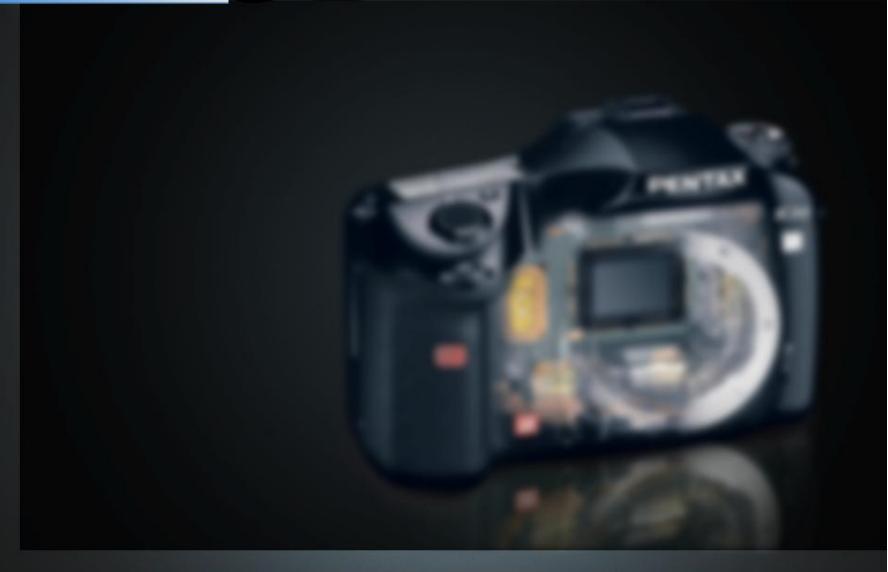
PENTAX



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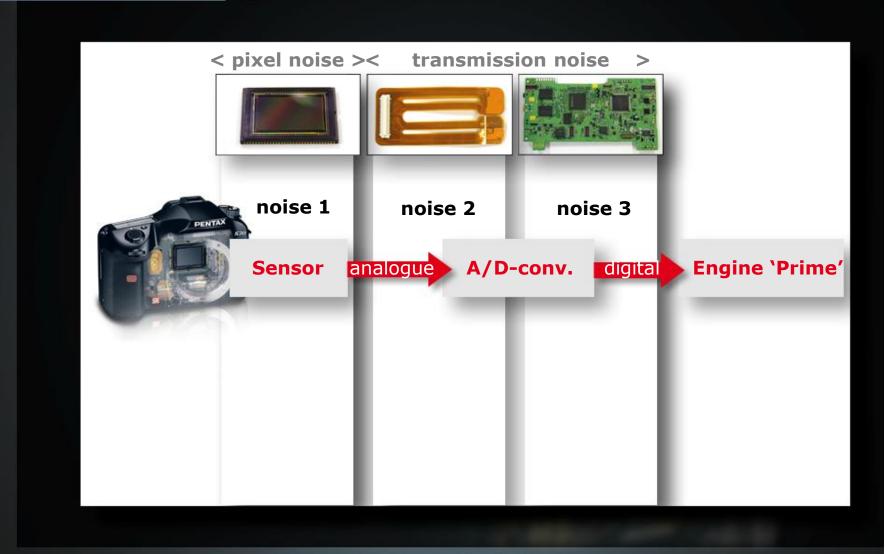
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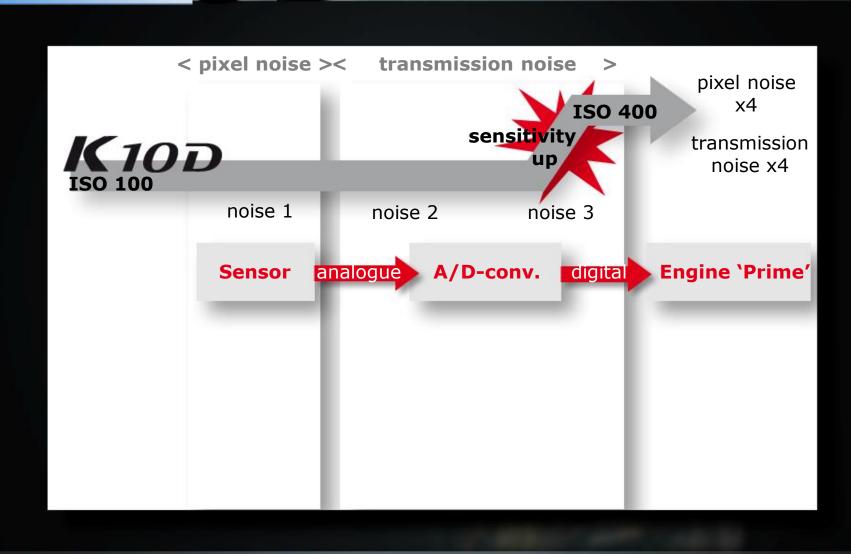


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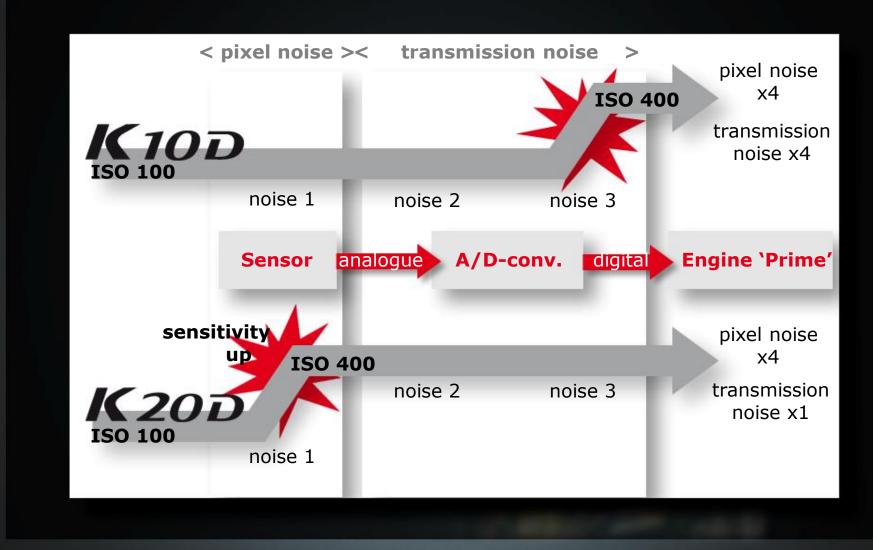


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 Reduced peripheral circuit volume achieves the same amount of light-receiving area as 12MP sensor

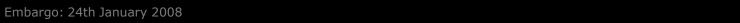




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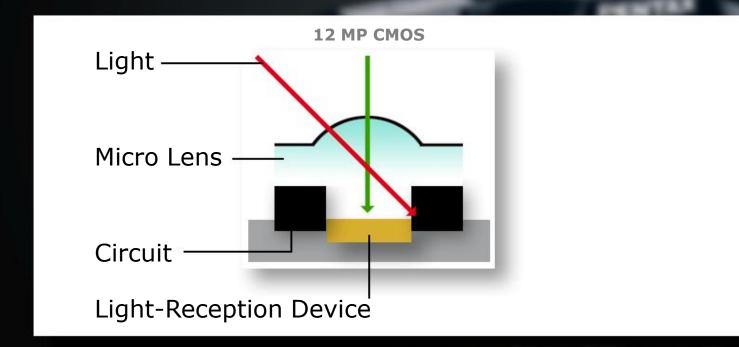


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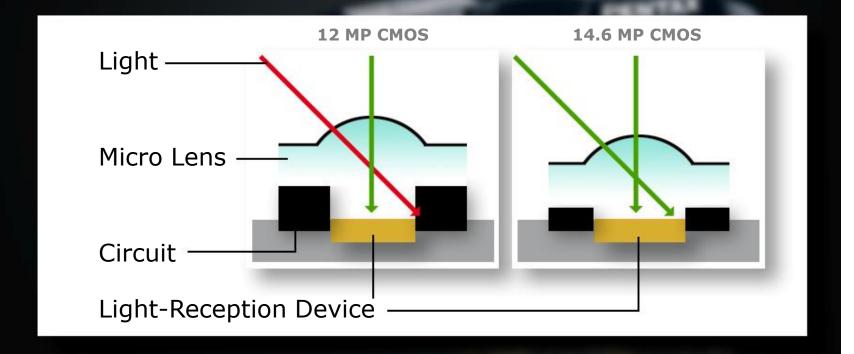




Reduced peripheral circuit volume achieves the same amount of light-receiving area as 12MP sensor



 Reduced peripheral circuit volume achieves the same amount of light-receiving area as 12MP sensor

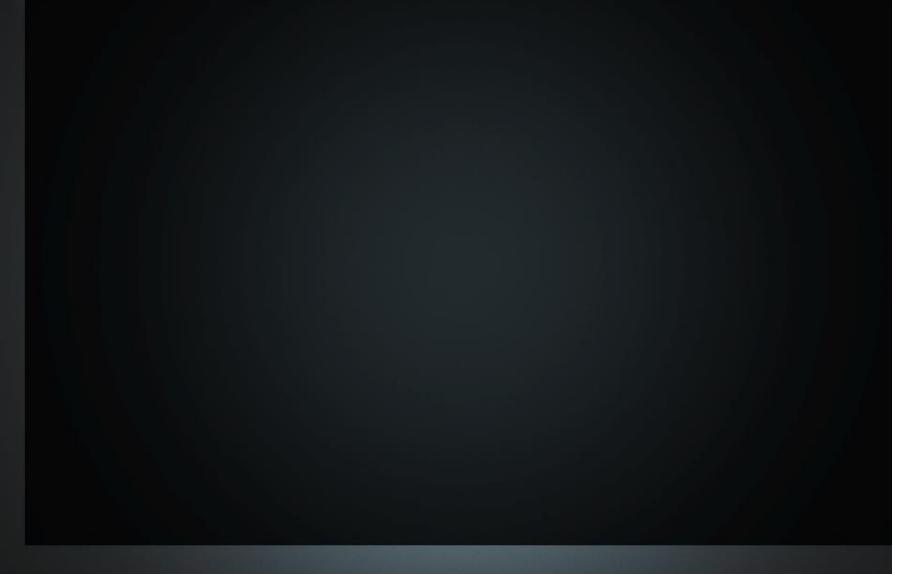




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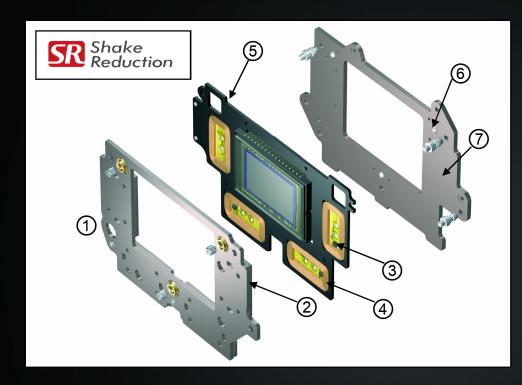
- AF works in shooting (with mirror up and down)
- SR function works during Live View

Live View on LCD:

- **AF-Frame**
- Grid
- Enlargement



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- ① Front plate
- ② Permanent magnet
- ③ Positioning sensor
- ④ Electrical magnet
- ⑤ Center plate
- © Position support ball bearing
- ⑦ Back plate

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- Lighter sensor than previously
- Improvement of flexible circuit
- Increased resolution limit
- Optimized control algorithm

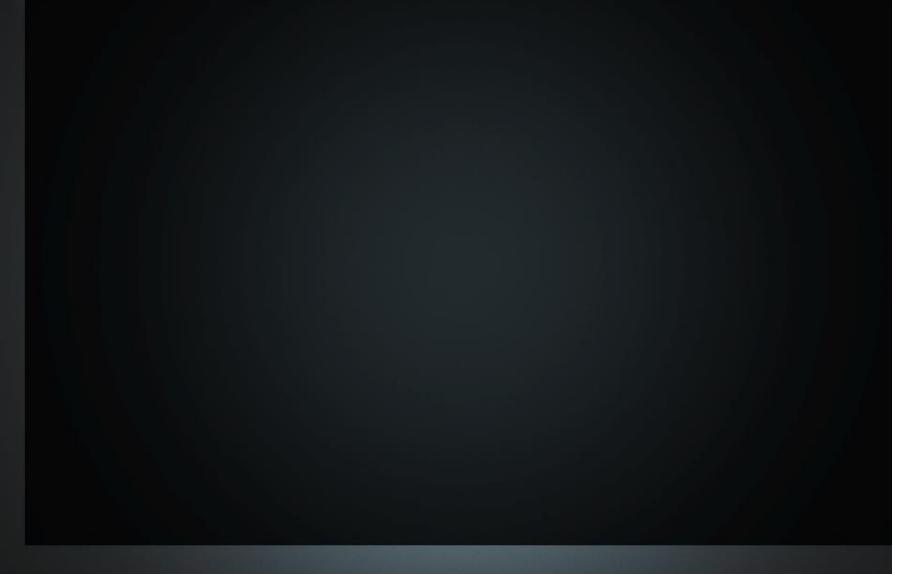
Improved stabilisation to 4 shutter speed steps



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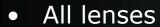




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Focal plane can be adjusted to solve front/back focus problem



One lens



- Dust repellent coating on low-pass filter
- Dust Removal (Shake function)
- Dust collection tape inside body
- NEW: Dust Alert function

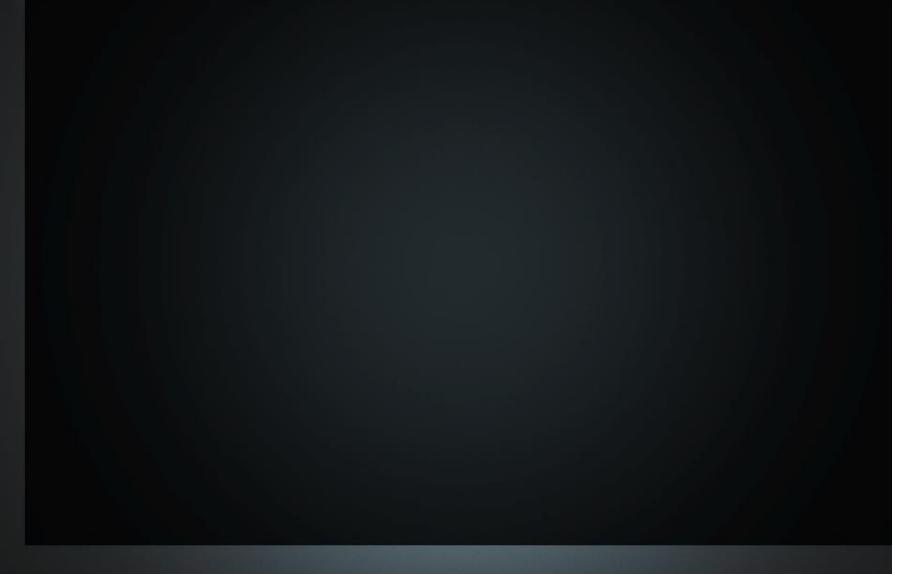




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Software for Pixel Mapping "on board"





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Almost everything can be adjusted:

- Resolution
- TIFF or JPEG
- Colour space: Adobe RGB, sRGB
- Custom Image: free choice for image tone
- etc.















- 6 different settings for image tone
- Fine tune of each image tone setting
- Effect of setting can be checked with preview function
- Various filters in monochrome setting



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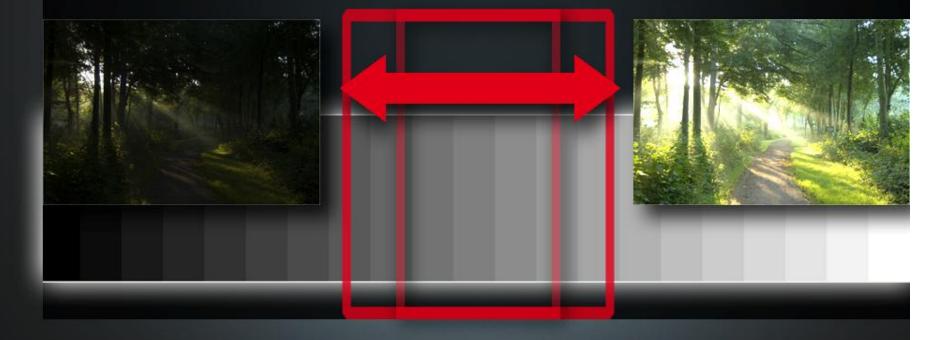
- Dynamic range can be enlarged by 1EV (=200%)
- More gradation without over-exposure

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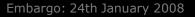
- Dynamic range can be enlarged by 1EV (=200%)
- More gradation without over-exposure





- 2.7" LCD
- 230,000 dots resolution
- 160° wide angle view
- Colour Adjustment of LCD





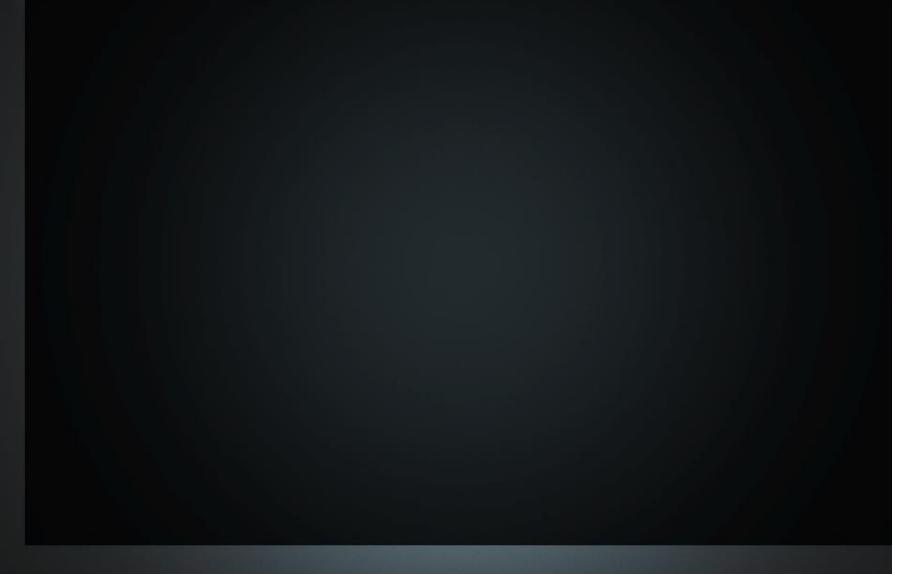




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- Steel chassis with fibre-reinforced polycarbonate body
- Dust and splash-proof
- Special seals applied to 74 parts of body
- New: X-sync with weather-proof seal

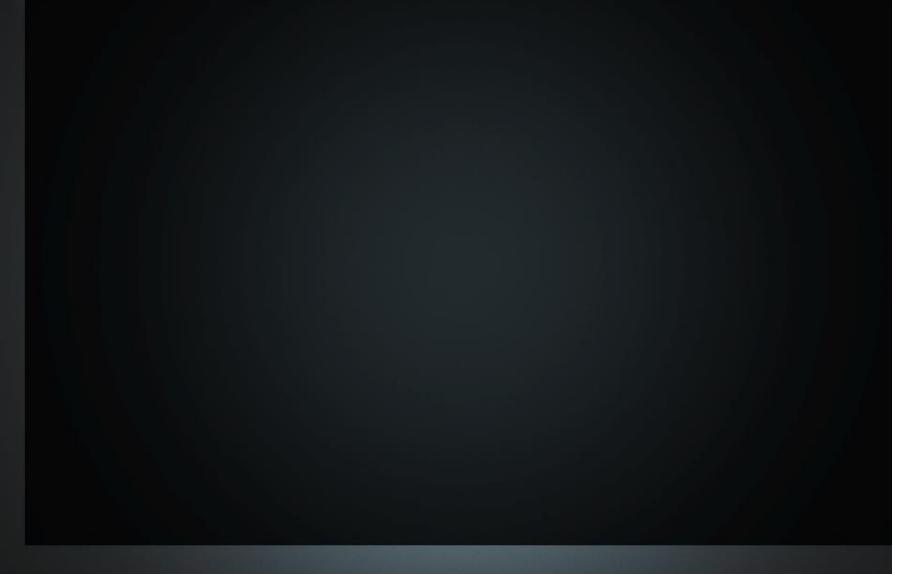




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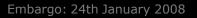


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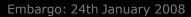




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Dust Alert - Live View - Digital Preview (can be saved as JPEG) . Noise reduction in hardware. Noise reduction in software. 14.6 MP CMOS sensor. Pentaprism viewfinder - Shake Reduction 4 shutter speed steps - Dynamic Range Enlargement - 14 Bit A/D converter - ISO 100 to ISO 6400 . super fast signal processing with PRIME . 16segment exposure metering - 11-point AF - 9 cross sensors - Custom Image with 6 image tone choices. AF adjustment. Histogram in colour channels. B&W recording - RAW Files in DNG Format - simultaneous RAW+JPEG. Interval shooting - X-Sync connection for external flash -Individual file name . Pixel mapping . 3 levels of Dust protection . Dust Alert - 2.7%LCD . 160° wide angle monitor . In-camera RAW development. Menu text can be enlarged to 150% - 4 exposure settings (Normal, High Speed, Depth-of-field, MTF) - customized settings for any buttons. wireless flash control. dust and weatherproof housing with 74 special seals. JPEG recording until SD memory is full . up to 16 RAW files in sequence . 2.9 pictures per second . Burst mode with 20 pictures per second (limited in resolution). Bracketing for White Balance, Saturation, Image tone, Contrast, Sharpness. Light weight 800g (without lens) - PENTAX K_{AF2} bayonet mount - õ .



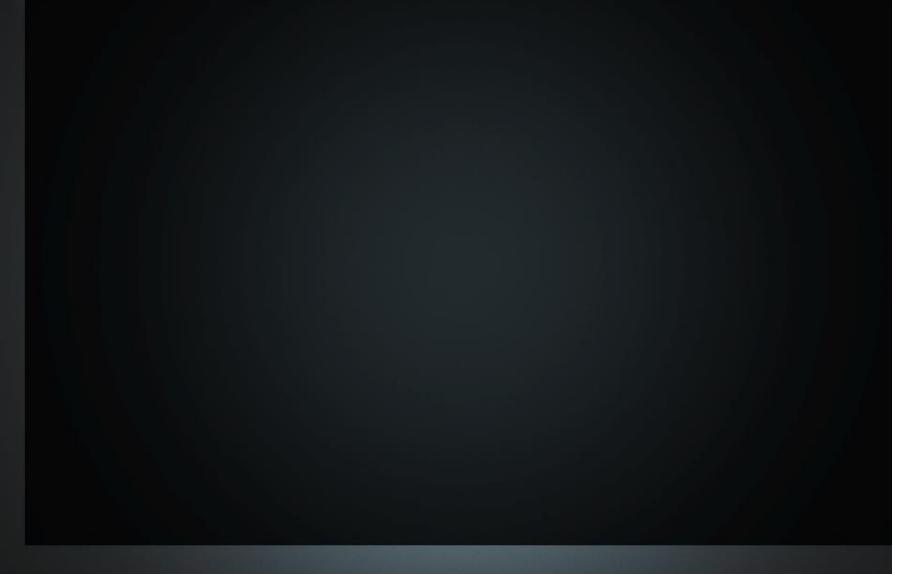




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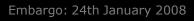




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SMC PENTAX

Interchangeable Lenses

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- Compatibility with high-pixel (over 10 MP) image sensors through increased resolution
- New 18-55mm optical construction
- Application of SP Coating to the front surface
- Characteristics shared with the previous DA 18-55:
 - Front frame structure does not rotate when focusing
 - Enhanced MF operability using an independent focus ring
 - Greater MF operability using the Quick Shift Focus System
 - Metal lens mount



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otect) Coating

- Fluorine compound applied to lens surfaces through vapor deposition
- Coating works similar to fluids applied to car windshields to keep off water
- Keeps off dirt and allows easier cleaning
- Optical performance is similar to PENTAX's Multi-Coating; coating does not effect image quality
- Non-toxic substance
- Application on basically all future PENTAX lenses planned





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DA 55-300mm F4-5.8 ED



PENTAX 55-300



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DA 55-300mm F4-5.8 ED

- Zoom lens to the telephoto extreme (equivalent 450mm in 35mm format)
- ED (Extra-low Dispersion) glass to reduce chromatic aberration
- SP Coating on the front surface





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DA* 200mm F2.8 ED [IF] SDM





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- High-performance lens (★) with lowest possible level of abberations
- Quiet, fast and precise auto focus (AF) through Sonic Drive Motor (SDM)
- Compatible with body-integrated AF (even cameras pre-dating K100D)
- Dust and splash resistant design
- SP Coating on the front surface



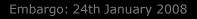


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DA* 300mm F4 ED [IF] 5DM







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Unlimited Pages and Expanded Features

DA* 300mm F4 ED [IF] **5DM**

- High-performance lens (\star) with lowest possible level of abberations
- Quiet, fast and precise auto focus (AF) through Sonic Drive Motor (SDM)
- Compatible with body-integrated AF
- Dust and splash resistant design
- SP Coating on the front surface
- Removable tripod collar





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DA 35mm F2.8 Macro Limited





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DA 35mm F2.8 Macro Limited

- First Limited Edition macro lens in DA series
- Limited Edition features unique design with machined aluminium lens body
- Close-ups at 1/1 magnification possible (actual size)
- Pull-out hood (stored in lens body)





