

Five Q-mount Interchangeable Compact Lenses

Designed Exclusively for My PENTAX Q



Tokyo, June 23rd, 2011,

HOYA CORPORATION PENTAX Imaging Systems Division is pleased to announce the launch of **five interchangeable lenses** designed for exclusive use with the new PENTAX Q digital interchangeable lens system camera. Featuring the newly designed Q lens mount, these new lenses come in **two distinctive series**: The two models of the **High-performance series** offer exceptional image rendition, while the three models of **Unique series** assure the effortless capturing of creative images.

The five new lenses have been developed for **exclusive use with** the newly launched **PENTAX Q** digital interchangeable lens system camera — currently the world's smallest, lightest model in its class.* They are all designed to be **super compact** and **ultra lightweight**, by optimizing their image circle to the size of the CMOS image sensor installed in the new Q mount camera body. This makes them the perfect partners for the pocket sized, go anywhere PENTAX Q. By providing two distinctive lens series — the High-performance series emphasizing **image rendition**, and Unique series with outstanding **cost performance and ease of lens changes** — this new Q mount series gives PENTAX Q users **a uniQue lens lineup** that assures all the benefits of a digital interchangeable lens system camera, including the fun of creating different perspectives and visual effects through quick, effortless lens changes.

As the first set of the new Q mount lineup, PENTAX launches the “**PENTAX-01 STANDARD PRIME**” unifocal standard lens and the “**PENTAX-02 STANDARD ZOOM**” standard zoom lens in the High-performance series; and the “**PENTAX-03 FISH EYE**” unifocal ultra-wide-angle lens, the “**PENTAX-04 TOY LENS WIDE**” unifocal wide-angle lens and the “**PENTAX-05 TOY LENS TELEPHOTO**” unifocal telephoto lens in the Unique series. The two TOY LENS models are designed to produce a distinctive toy-camera-like visual effect.

** The world's smallest and lightest digital interchangeable lens system camera, as of June 15, 2011 (based on PENTAX research).*

<COMMON FEATURES OF THE TWO HIGH-PERFORMANCE SERIES MODELS>

The High-performance series has been developed to bring out the optimum imaging power in the PENTAX Q digital camera by combining **exceptional image rendition** with **effortless handling**, while also offering a **high grade finish**. Featuring the state-of-the-art optics incorporating special optical glass elements and **PENTAX exclusive lens coating technology**, this series delivers beautifully defined, high quality images that are sharp and high contrast, even at their edges. The AF motor installed in the lens barrel assures **smooth, quiet focusing** operation. Thanks to the lens shutter mechanism, the PENTAX Q's built-in auto **flash can be synchronized** even to the camera's top shutter speed of **1/2000 second** (or 1/250 second when using an accessory flash unit). The lenses are also equipped with a **built-in ND (neutral density) filter**, which comes in handy when shooting with open aperture at bright locations or when using slower shutter speeds.

Major features of the “PENTAX-01 STANDARD PRIME”

This unifocal standard lens has a focal length equivalent to **47mm** in the 35mm format. Since it offers a natural perspective similar to that of the human eye, it can be used as a multipurpose, **daily-use standard lens** for many different subjects, including landscape and portraiture. With maximum aperture of **F/1.9**, it not only performs superbly in dim locations, but also makes it easy to throw the background out of focus. Incorporating **two high grade aspherical optical elements**, this lens compensates various aberrations to a minimum and produces **beautiful, high resolution images** that are bright and crisp even at the edge of the image field.

Major features of the “PENTAX-02 STANDARD ZOOM”

With a focal length coverage equivalent to that of a **27.5-83mm** zoom lens in the 35mm format, and an aperture range of **F/2.8-4.5**, this standard zoom lens is ideal for various applications in the wide angle to medium telephoto range. Incorporating a total of **four extra-low-dispersion and low-refractive aspherical optical elements** in its optics, it assures exceptional image rendition while effectively reducing chromatic aberration to a minimum over the entire zoom range. It also offers a minimum focusing distance of 30 centimeters at all focal lengths to simplify **close-up photography**.

<COMMON FEATURES OF THE THREE UNIQUE SERIES MODELS>

This series offers outstanding value against its price, and allows every photographer to produce a variety of distinctive, dramatic images simply by altering the angle of view and perspective through quick, effortless lens changes. They all feature **manual focus operation**, **fixed aperture** and plastic lens mount, and have no lens shutter unit — the main factors contributing to the **massive reduction in size** and weight and making them **far more affordable** than conventional interchangeable lenses.

Major features of the “PENTAX-03 FISH EYE”

This **ultra wide angle** lens equivalent in 35mm to a **17.5mm** and a fixed aperture of **F/5.6** offers an **extra wide angle of view of 160 degrees** along the diagonal line of the image sensor, allowing the photographer to create a **fish eye** visual effect with great ease. Thanks to its distinctive ultra wide angle characteristics, it produces unique, eye-catching images unlike those captured by the human eye, with an exaggerated perspective, distorted subjects, and a pan-focus effect that captures every element in the image field in sharp focus.

Major features of the “PENTAX-04 TOY LENS WIDE” and “PENTAX-05 TOY LENS TELEPHOTO”

With their optics designed specifically to retain various lens aberrations, these lenses produce subdued, heartwarming images like photos taken by a toy camera. The “PENTAX-04 TOY LENS WIDE” is a **unifocal wide angle** lens with a focal length equivalent to **35mm** in the 35mm format a fixed aperture of **F/7.1**; the “PENTAX-05 TOY LENS TELEPHOTO” is a **unifocal medium telephoto** lens with a focal length equivalent to **100mm** in the 35 format and a fixed aperture of **F/8**.

<EXCLUSIVE OPTIONAL ACCESSORIES>

PENTAX-100 PL Filter

When attached to the “PENTAX-01 STANDARD PRIME” or “PENTAX-02 STANDARD ZOOM”, this 40.5mm **polarizing filter** minimizes reflections on the water or glass surface, which are difficult to remove during digital processing, to assure crisp, high contrast images.

MH-RA 40.5mm

A metallic, dome-shaped lens hood for exclusive use with the “PENTAX-01 STANDARD PRIME” lens.

PH-SBA 40.5mm Lens

A plastic, square-shaped lens hood for exclusive use with the “PENTAX-02 STANDARD ZOOM” lens.

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♦Design and Specifications are subject to change without notice.

The 5 new Q-mount lenses will be all available 1st week of September 2011, at the RRP of:

PENTAX-01 STANDARD PRIME (47mm F/1.9):

PENTAX-02 STANDARD ZOOM (27.5-83mm F/2.8-4.5):

PENTAX-03 FISH EYE (17.5mm F/5.6):

PENTAX-04 TOY LENS WIDE (35mm F/7.1):

PENTAX-05 TOY LENS TELEPHOTO (100mm F/8):

About PENTAX :

PENTAX has shown its legendary know-how in terms of optics and photo technology ever since 1919.

PENTAX's innovations (1952 - the first Japanese SLR / 1957 - the world first Pentaprism Reflex / 1986 - the world first zoom compact camera / 1980 - the first TTL Autofocus SLRs / 1991: the first weatherproof compact / 2003: the first “urban” waterproof digital cameras / 2009: the first colored SLRs / 2010: the first customizable

camera) have left their mark in the history of photography. PENTAX has been stressing its difference and uniqueness throughout the years.

Since 2007, PENTAX is part of the Hoya group, one of the world's optics leading companies. It currently has over 35 000 employees, and had a yearly total turnover of 4 billion Euros in 2009. It is listed on the stock market, and has 46 subsidiaries in 24 countries worldwide.

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