



Pentax Principles

Publisert 18.07.2020 09:17

Pentax_logo_black

Pentax banner 5 principles

When you take a picture with a single lens reflex (SLR) camera, the light passes through the lens, and in turn the optical viewfinder. You view the image directly with your eyes, and feel it with your heart.

This is the unique experience you get when using an SLR. Not only do you enjoy the images captured, but also the entire process of taking a picture, from deciding on what to capture and where, to observing the scene, composing the image, then finally releasing the shutter.

PENTAX was the first camera manufacturer in Japan to build an SLR, a progression that allowed our users to experience the joy of photography and the fun in creating images.

PENTAX is committed to the future of SLR photography through the continued development of camera technology, making it more fun and exciting than ever

before for all PENTAX users.

A pioneer in SLR cameras through our passion for photography

PENTAX was the first manufacturer in Japan to discover the enormous potential of SLR cameras, at a time when rangefinder cameras were the most popular style of shooting.

The intuitive shooting process made possible by the SLR mechanism — the lens, mirror and prism viewfinder — can best be described as a pure joy.

PENTAX SLRs have showcased a number of camera innovations over the years. For over 100 years, since its foundation in 1919, PENTAX has always been both passionate and dedicated to the development of both photography and cameras. It truly was the love and passion PENTAX had for SLR cameras and photography that made it possible for users around the world to fully enjoy photography, and to turn it from a mere tool for keeping records to a more free-form means of artistic expression.

A shooting style that communicates directly with the subject

Position the camera at eye level, and look into the viewfinder.

Today, eye-level photography is the most common style of photography. This would never

have happened without the introduction of a pentaprism, and this is where PENTAX found its brand name.

By optimizing your senses and creativity, you capture a picture as if you were having a direct dialogue with the subject.

The advances in SLR technology lead to the creation of this interactive shooting style.

Enjoy every process of photography

When you come across an unforgettable scene or a fascinating subject, you want to preserve that moment in a photograph. You devote all your senses to capture the beautiful scene that lies directly in front of the lens.

To enjoy every process of photography, you look through the viewfinder, set the aperture, focus on the subject and release the shutter. With an SLR, photography is more like painting a picture than operating a mechanical device. There is simply no substitute for this style of shooting. The SLR camera is an irreplaceable partner, one that lets you explore your artistic expression.

The passion PENTAX has for the optical viewfinder design

Light passing through the lens is reflected by the mirror to the pentaprism, which in turn directs it to the viewfinder's eyepiece.

PENTAX showed its commitment to the development of the optical viewfinder by incorporating a glass pentaprism, which allows the light captured by lens to be viewed directly with the naked eye.

Perfected by the PENTAX original, high-precision manufacturing processes, the optical viewfinder captures subtle nuances of the subject's lighting conditions, colors and shades.

By applying your imagination, you visualize the image you want to create, based on what you directly observe in the viewfinder. The joy of creating your own image in this way is irreplaceable.

Easily locating the exact area of focus and finding the ideal bokeh (defocus) effect are also inherent to the PENTAX optical viewfinder, and are features that further let you create an image that is true to your impression of the subject.

Quality and ambience immeasurable by numbers alone

The true value of a camera system cannot be assessed purely based on numerical performance. That's why the designers of the PENTAX Limited-series lenses place more emphasis on sensory evaluation rather than simply relying on performance data and specifications.

By focusing on the senses of the photographer, these lenses have the ability to express distinct memories and feelings, drawing on natural details to create a sense of quality and of real perspective. All the elements of the captured images, including the texture and ambience of the out of focus areas, are unique to this series of lenses.

Their attractive design features, including the texture of the machined aluminum barrels, are another element that enhances the pleasure of both owning and using them.

Impressive colors that create unforgettable works of art

The blues in the sky, the greens of fresh, lush grass, and the reds of autumn leaves. The lighting conditions and colors in a landscape that spread out in front of you leave an impression etched in your heart.

To capture that impression, PENTAX digital SLRs are equipped with the Custom Image function,

which lets you adjust the camera to achieve your desired result, as if changing the type of film. It offers a wide range of modes to select, including bright, natural, portrait, landscape, vibrant, muted and reversal film. Each mode allows you to fine-tune all of the specific parameters.

The photographers can manipulate the light and colors as they wish, and express themselves in a way that can't be measured simply by numbers. PENTAX gives full control over every element of the image, and responds to the goals and adventurous spirit of those who truly enjoy SLR photography.

Making photography the passion of a lifetime

Delivering truly exciting photographic experiences

A true photographic experience consists of both the photograph itself, and the process of taking an image.

That's why PENTAX doesn't just deliver camera hardware. PENTAX wants you to enjoy photography as a true passion, one that will enrich your life. PENTAX is committed to developing activities that support this goal.

Everyone should experience the fun and depth of photography.

That is genuine wish of PENTAX.

The five Principles of PENTAX

Five principles that express the philosophy of PENTAX

1. We design new cameras through sheer devotion. It is our intention to produce cameras that will be the preferred choice for photo enthusiasts, because we love photography and have an in-depth knowledge and understanding of cameras.

2. Our goal is to produce cameras with the power to capture images that allow for direct communication with the subject. We intend to design cameras that create memorable images, that make us feel as if we're connecting directly with the subject, capturing our imagination and captivating our senses.

3. We design cameras that allow our users to enjoy all the processes involved in taking a picture. We pursue every essential element involved in the joy of photography. From looking through the viewfinder to composing the image, focusing on the subject and releasing the shutter.

4. We pursue a level of quality and performance that can't be measured by numbers alone. We produce our cameras not only by pursuing higher performance based on numerical values, but by integrating our designers' sensory feedback into the design and development.

5. We respect and value the photographic experiences of our users and view this as an invaluable asset. We want to share all the inspiring experiences of our users, from the hardware to the shooting processes, creating and viewing the images.