



DA 35mmF2.4 AL

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HOYA CORPORATION PENTAX Products is pleased to announce the launch of the smc PENTAX-DA 35mm F2.4 AL, an interchangeable unifocal standard lens designed exclusively for use with PENTAX digital SLR cameras.

Offering a natural perspective similar to that of the naked eye, this new standard lens is not only versatile enough to be used with a wide range of subjects and applications, including snapshots, but it also provides other benefits of the unifocal design, such as the ability to throw the background out of focus, and to reproduce high-resolution images with edge-to-edge sharpness. This also is a perfect choice for digital SLR beginners to familiarize themselves with the basics of using interchangeable lenses.

Major Features

1. Versatile, easy-to-use standard lens

When mounted on a PENTAX digital SLR camera body, this standard lens offers an angle of view equivalent to a 53.5mm lens in the 35mm format. Since this angle of view assures a natural, comfortable perspective similar to that of the naked eye, the new lens comes in handy for a great variety of subjects and applications, including snapshots, landscape and portrait.

2. High-quality image description

Incorporating a hybrid aspherical optical element in its optics, this new lens delivers high-quality images with enhanced sharpness and contrast — from minimum focusing distance to infinity — and assures exceptional image-resolving power with outstanding brightness levels even at the edges — even at an open aperture — while effectively compensating various aberrations to a minimum. It is also treated with the PENTAX-original Ghostless Coating to minimize the adverse effects of flare and ghost images, assuring true-to-life images even under demanding conditions such as harsh backlighting.

3. Large maximum aperture

Thanks to its maximum aperture of F2.4, this new lens not only offers a bright, clear viewfinder image, but it also allows the photographer to use faster shutter speeds under poor lighting conditions to minimize the risk of camera shake and subject shake.

4. Compact, lightweight design

Weighing only approximately 124 grams and measuring a mere 45mm in length, the compact, lightweight design not only makes it easy to carry this lens anywhere, but makes it highly maneuverable in various shooting conditions.

5. Other features

1. High-performance optics designed exclusively for PENTAX digital SLR cameras and optimized for the characteristics of digital images
2. Minimum focusing distance of 0.3 meters
3. PENTAX-original SP (Super Protect) Coating applied to the front surface to repel dust, water and grease