



# **TIPA prisen til 645D**

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Publisert 22.04.2011 12:21

## **PENTAX 645D Medium-format Digital SLR Camera Named “Best DSLR Professional” at 2011 TIPA European Photo & Imaging Awards**

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HOYA CORPORATION PENTAX Imaging Systems Division is pleased to announce that the PENTAX 645D lens-interchangeable, medium-format digital SLR camera, first launched in June 2010, was selected the Best DSLR Professional in Europe 2011 by the prestigious Technical Image Press Association (TIPA). The selection was made primarily because of the camera's exceptional, super-fine image quality, as well as its excellent reliability and outstanding operability.

TIPA is an independent, non-profit organization comprising the chief editors and technical editors of 29 leading photo and imaging magazines in 14 countries, most of them in Europe. This year's winners in various categories were decided from all new photo and imaging products introduced to the market from April 1, 2010 to March 31, 2011. The PENTAX 645D received the highest rating in the Best DSLR Professional category.

In its official product citation, TIPA noted that its members “appreciated the design, build and feature specs,” in addition to the super-fine image quality delivered by 40 effective megapixels. The camera's magnesium alloy body is fully dust-proof and weather-resistant, “making it a great choice for outdoor and location photographers.” They continued to note that “the all-glass trapezoid pentaprism finder makes for a dazzling capture experience.” Finally, they made a special mention of the lens system. “Perhaps most impressive is lens compatibility, which encompasses both the new D FA autofocus lenses as well as older 645 lenses.”