

IF YOU'RE AFFLICTED WITH LENS-BUYING ADDICTION (LBA), STOP READING RIGHT NOW. SERIOUSLY. BECAUSE OUR LATEST OFFERINGS HAVE THE KIND OF UNIQUE APPEAL THAT WILL GET YOUR HEAD SPINNING OVER THE CREATIVE POSSIBILITIES. JUST IMAGINE THE THINGS YOU CAN DO WITH OUR DA FISHEYE 10-17MM WITH A TRUE 180-DEGREE VIEW. THEN THERE'S OUR VERSATILE, MUST-HAVE FA 50MM F/1.4—YOU WON'T FIND A BETTER VALUE IN A FAST PRIME. AND BECAUSE YOU CAN'T LET EVEN THE SMALLEST BIT OF SPACE IN YOUR CAMERA BAG GO UNUSED, WE OFFER OUR ABSURDLY SMALL PANCAKE LENSES. THESE ULTRA-THIN DA LIMITED PRIME LENSES INCLUDE A 21MM F/3.2, A 40MM F/2.8 AND 70MM F/2.4 TO GIVE YOU WIDE, NORMAL AND TELEPHOTO OPTIONS IN A PANCAKE. JUST HOW FLAT ARE THEY? THE 40MM MARVEL IS ALL OF .59 INCHES THIN. AND INTRODUCING THE WEATHER-RESISTANT DA* 16-50MM F/2.8 AND DA* 50-135MM F/2.8. THESE SDM LENSES GIVE YOU FAST, QUIET, ACCURATE AUTOFOCUS. MORE GLORIOUS GLASS TO ADD TO THE 24 MILLION EXISTING PENTAX LENSES THAT ARE COMPATIBLE WITH OUR K100D AND K10D. BUT TO THOSE WITH LBA: JUST TAKE A DEEP BREATH AND WALK AWAY.



smc DA 21mm f/3.2



smc DA 40mm f/2.8



smc DA 70mm f/2.4

PENTAX[®]
Essential to the experience.