

WE'RE LOUSY AT MARKETING. NEVER BEEN MUCH FOR SELF-PROMOTION. HERE'S THE THING: WE'RE A BUNCH OF PHOTOGRAPHY NERDS. WE'D RATHER BE USING OUR CAMERAS THAN BLATHERING ON ABOUT THEM. AND WE'RE ALWAYS WORKING TO MAKE THEM BETTER. WHAT'S THAT MARKETING WORD EVERYONE USES? INNOVATION? YEAH, THAT APPLIES TO US. ALTHOUGH WE'D PREFER A WORD THAT'S MORE, WELL, INNOVATIVE. OF COURSE, TO US INNOVATION MEANS BUILDING DSLRS WITH IN-CAMERA SHAKE REDUCTION THAT'S COMPATIBLE WITH 24 MILLION EXISTING PENTAX LENSES. NO MARKETING-OBSESSED CORPORATE BEAN COUNTER IS GOING TO GREEN LIGHT THAT PROGRAM. BUT DESPITE OUR LACK OF HORN TOOTING, OUR CAMERAS ALWAYS SEEM TO FIND THEIR WAY TO THE PEOPLE WE MAKE THEM FOR. THE K1000 WAS THE BEST-SELLING SLR EVER (TOOT!). AND PEOPLE ARE ALREADY TALKING ABOUT THE K100D AND K10D. WE HEAR THAT'S CALLED "BUZZ." WELL, GIVEN THAT WE'VE JUST TALKED ABOUT OURSELVES WAY MORE THAN WE EVER HAVE IN OUR LIVES, WE'RE GOING TO GET BACK TO MAKING CAMERAS NOW. HAPPY SHOOTING.

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K100D

K10D

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Essential to the experience.