

YOU'RE A PENTAXIAN. A LOYALIST. A DIEHARD. YOU ONCE CARRIED A K1000 AROUND WITH YOU EVERYWHERE, ONLY RELUCTANTLY SETTING IT DOWN TO TAKE THE OCCASIONAL SHOWER. YOU TELL YOUR KIDS BEDTIME STORIES ABOUT THOSE HEADY DAYS WHEN THE CAMERA KNOWN SIMPLY AS "THE PENTAX" WAS THE BEST-SELLING SLR MADE. YOU DON'T SPEND COUNTLESS HOURS PIXEL PEEPING. YOU JUST TAKE PICTURES. AND WHILE YOU MAY BE TEMPTED, ON OCCASION, TO TURN TO A STRANGER ON AN ELEVATOR AND SAY, "THE BEST AUTO-FOCUS SLR LENS EVER MADE IS THE PENTAX 31MM F/1.8," YOU'D REALLY RATHER BE USING YOUR EQUIPMENT THAN TALKING ABOUT IT. PENTAX UNDERSTANDS THAT CAMERAS DON'T TAKE PICTURES, PHOTOGRAPHERS DO. OUR NEW DIGITAL SLRs ARE THE RESULT OF LISTENING TO PENTAXIANS AND DELIVERING TOOLS FOR TRUE PHOTOGRAPHY LOVERS. THESE CAMERAS ARE ALREADY CREATING MANY MORE LOYALISTS. SO THE QUESTION IS: CAN THESE NEWCOMERS COUNT THEMSELVES AMONG THE DIEHARDS? HEY, WE'RE PENTAXIANS, NOT PHOTOGRAPHY SNOBS. WELCOME TO OUR CLUB.

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K100D

K10D

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Essential to the experience.