

YOU CAN'T PACK A TWO-PAGE ADVERTISEMENT WITH NOTHING BUT WORDS AND EXPECT PEOPLE TO READ PAST THE FIRST SENTENCE. YOU CAN'T BUILD DIGITAL SLRs WITH IN-CAMERA SHAKE REDUCTION THAT WORKS WITH 24 MILLION EXISTING PENTAX LENSES. YOU CAN'T DESIGN AN IMAGE PROCESSOR THAT DEVELOPS SMOOTH, FILM-LIKE RESULTS. YOU CAN'T MANUFACTURE A CAMERA THAT'S BOTH TECHNICALLY ADVANCED AND SO UNIQUELY INTUITIVE THAT YOU CAN ADJUST SHUTTER SPEED, APERTURE, ISO AND EV COMPENSATION WITHOUT EVER TAKING YOUR EYE FROM THE VIEWFINDER. YOU CAN'T MAKE A STRANGE, DINGING MACHINE, CALL IT A "ONE-ARMED BANDIT" AND EXPECT PEOPLE TO PUT THEIR HARD-EARNED MONEY INTO IT ALL DAY LONG. YOU CAN'T MAKE A SERIES OF ABSURDLY SMALL LENSES AND CALL THEM "PANCAKES." YOU CAN'T WEATHERPROOF A DIGITAL SLR WITH 72 SEALS TO KEEP MOISTURE, DUST AND EVERYTHING ELSE OUT. YOU CAN'T BUILD A CITY IN THE MIDDLE OF A DESERT. YOU CAN'T RUN AN AD FOR A CAMERA COMPANY AND NOT PUT A PHOTOGRAPH IN IT. YOU CAN'T BUY A DIGITAL SLR FROM ANYONE OTHER THAN THE BIG TWO.

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