



**RULE #1: DON'T FOLLOW EVERYONE ELSE'S RULES ABOUT PHOTOGRAPHY.**

WHO SAYS YOU NEED TO BUY A DIGITAL SLR CAMERA FROM ONE OF THE BIG TWO COMPANIES? WHO SAYS YOU HAVE TO SPEND MORE, ONLY TO END UP WITH A CAMERA THAT DOESN'T EVOLVE WITH YOUR SKILL? WHO SAYS YOU CAN'T HANDLE THE PENTAX K10D, THE MOST ADVANCED DSLR FOR UNDER \$1,000? 10.2 MEGAPIXEL CCD, A RUGGED WEATHER AND DUST RESISTANT BODY, AND IN-CAMERA SHAKE REDUCTION THAT WORKS WITH ALL PENTAX LENSES. ISN'T THERE A PHOTOGRAPHER INSIDE YOU WHO'S DYING TO BREAK SOME RULES?



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