

PENTAX®

Announces the new versatile K-x

(September 2009) – Pentax Imaging, Company Golden, Colorado releases the new K-X, entry level camera. Who said there was no choice in color when it came to dSLR's? This one comes in black, white, red and navy.

Packed with features for both the beginner photographer, or a backup for a professional– the K-can be used by everyone. Differentiating itself from other entry level DSLR's the K-x offers live view, HD quality video, along with HDR and 4.7 images per second (faster than most entry level dSLR's on the market.)

Offering an 12.4 megapixel CMOS image sensor, along with shake reduction this camera is ready to be on the go. No time to charge a battery? That's fine, the K-x runs on universal AA lithium batteries. Four batteries work for up to 1900 shots. The K-x is prepared for even the busiest lifestyle.

Whether a first time student looking to be creative with filters and creative processing, or an outdoor enthusiast looking for something light-weight and fast– the K-x has something for everyone. The K-x offers incredible automatic modes, scene modes and PENTAX PRIME II Image processing.

The Pentax K-x is available with an Pentax DA L 18-55mm lens for \$649.95, twin lens kit (Pentax DA L18-55mm, and 50-200 mm zoom lens) or \$849.95 including the Pentax DA L 55-300mm instead of the 50-200mm. Go on, save your money with the Pentax K-x.

This isn't your traditional dSLR.



Available at:

www.pentaximaging.com/

Youtube video:

www.youtube.com/PentaxianI

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