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PENTAX DIGITAL CAMERAS
INCLUDES 3YR WARRANTY PARTS AND LABOR
PRICES SUBJECT TO CHANGE UPDATED 8/21/10

<u>Model</u>	<u>Description</u>	<u>PRICE</u>
E90 Black, Red	10 megapixel 3X optical zoom lens (31.5-94.5mm equivalent) Large 2.7" LCD screen assists in the capture and review of images and video Textured, rubberized surface provides rich feel/sure grip Compatibility with popular AA batteries Auto Picture mode analyzes scene/determines best shooting mode Digital and Movie Shake Reduction technology for sharp, high quality images and video Freeze subject action w/1600 ISO sensitivity, even in dim lighting Intelligent ergonomic design features sure grip surface and easy to read camera menus	99.99
P80 Pearl, Black, Mint	12.1 megapixel Pentax 4x zoom equivalent to 27.5-110mm focal length Large 2.7" LCD ultra-slim compact design is offered in a fashionable selection of colors and black High resolution, widescreen, HD video up to 720p at a full-speed 30 frames per second Pentax Shake Reduction (SR) technology Fast Face Detection technology Smile Capture and Blink Detection, Pentax Auto Picture mode Sensitivity up to ISO 6400	179.99

H90 Black, White, Silver-Orange	12.1 megapixel 5x optical zoom lens (28-140mm equivalent) Large 2.7" LCD screen makes it easy to frame a subject for video or still image capture Ultra slim design and fashionable styling Widescreen 720p HD video capture at 30 frames per second Advanced Pixel Track Shake Reduction ensures sharp, blur-free images, even in challenging lighting Face Detection, Smile Capture, and Blink Detection, plus powerful portrait processing modes for pleasing composition and skin tone Auto Picture mode analyzes scene and tailors shooting mode to best suit the subject	169.99 <u>-30.00</u> 139.99
WS80 Black w/Orange White w/Purple	Waterproof 10 megapixel 5x internal optical zoom Large 2.7" LCD Waterproof construction can withstand depths up to 5 feet (1.5 meters) Captures high resolution, widescreen, HD video up to 720p at a full-speed 30 frames per second Fast Face Detection technology, Smile Capture and Blink Detection Pentax Shake Reduction (SR), Pentax Auto Picture mode Sensitivity up to ISO 6400 Fashionable yet functional design is available in 2 bold color options	199.99
I10 Black, White,	12.1 megapixel 5x optical zoom lens (28-140mm equivalent) 2.7" LCD makes it easy to frame a subject for video or still image capture Ultra slim design and fashionable styling Widescreen 720p HD video capture at 30 frames/second Advanced Pixel Track Shake Reduction ensures sharp, blur-free images even in challenging lighting Face Detection, Smile Capture, and Blink Detection, plus powerful portrait processing modes for pleasing composition and skin tone Auto Picture mode analyzes scene and tailors shooting mode to best suit the subject	199.99

W90	12.1 megapixel	299.99
Black	Waterproof to 30 feet	<u>-30.00</u>
Green-Black	Shockproof to 4 feet	269.99
Orange	Dustproof and coldproof to sub-freezing temperatures	
	5x optical zoom (28-140mm equivalent)	
	large 2.7" LCD with 16:9 widescreen aspect ratio	
	Digital Microscope mode with LED lens lighting captures macro subjects as near as 1 cm from the camera	
	HDMI port plays back beautiful high resolution images/video on HDTVs	
	Capture movies in widescreen 720p HD video at 30 frames/second	
	Advanced Pixel Track Shake Reduction captures blur-free images in any lighting	
	Face Detection, Smile Capture, Blink Detection, and processing modes designed for portraiture	
	Capture images remotely with infrared remote control capabilities	
	An auto focus assist lamp helps to quickly and accurately focus even in challenging lighting	

*X90 Superzoom	26x super-telephoto lens (26-676mm equivalent)	344.99
	1.21 megapixel	
	2.7" LCD with anti-reflection coating, or through the electric viewfinder with diopter adjustment	
	Automatic operation or creative manual and priority modes	
	An HDMI port plays back beautiful high resolution images and video on HDTVs	
	Triple Shake Reduction technology includes a mechanical sensor-shift mechanism, digital high ISO SR, and Movie SR for sharp images, even in the most challenging lighting conditions	
	High speed continuous shooting up to 11 frames/second captures even the fastest action	
	Fast Face Detection technology quickly finds up to 32 faces for perfectly focused and exposed portraits	
	Capture even the smallest and closest subjects as near as 1 cm with Super Macro mode	

*This model includes a 2yr warranty. All Optio and K series cameras we include the Pentax 3yr warranty at no additional charge.

PENTAX DIGITAL SLRs

<u>Model</u>		<u>Price</u>
KX1855	With 18-55	599.99
Black	12.4 megapixel CMOS image sensor features sensor-shift Shake	<u>- 50.00</u>
White	Reduction for stabilized image and video capture up to 4 stops max	549.99
Red	Large 2.7" LCD features Live View HD video in full 720p resolution (1280 x 720) at 24 fps Highly compact DSLR body design allows for one-handed operation and comfort when traveling True HDR image capture blends 3 bracketed images into a single picture 4.7 fps capture speed and 1/6000 second maximum shutter speeds are possible with the Pentax Prime II image processing engine 11 point wide angle focus, AA batteries	
KXK50200	With 18-55 and 50-200	699.99
		<u>- 50.00</u>
		649.99
KXK55300	With 18-55 and 55-300	799.99
		<u>- 50.00</u>
		749.99
K7B (body)	14.6 megapixels Compact, magnesium alloy body, 3" LCD New Prime II Image processing – fast 5.2 frame/second shooting with the powerful new engine High top shutter speed of 1/8000 New 77-segment metering system, Live View mode 100% field-of-view viewfinder, HD Movie Capture Multiple exposure settings Extended battery life – high capacity battery offers considerable longer life Electronic level function ensures your pictures have level horizons, minimizing post-capture editing Improved Dynamic Range function Lens Correction function adjusts for distortion and lateral chromatic aberrations Dedicated PC socket for studio flash offers convenience for the studio photographer HDR image capture mode	899.99
K718755	With 18-55 WR	999.99

SMC PENTAX LENSES

<u>Model</u>	<u>Price</u>
DA 10-17 Fisheye f/3.5-4.5 ED	579.99
DA 12-24 f/4 ED AL	759.99
DA* 16-50 f/2.8 ED	779.99
DA 17-70 f/4 AL	524.99
DA 18-55 f/3.5-5.6 ED AL WR	199.99
DA* 50-135 f/2.8 ED	899.99
DA 55-200 f/4.5-5.6 ED WR	249.99
DA 55-300 f/4.5-5.8 ED	379.99
DA* 65-250 f/4 ED	1,299.99
DA 15 f/4 ED ltd	549.99
DA 21 f/3.2 ltd	549.99
DA 40 f/2.8 ltd	379.99
DA 70 f/2.4 ltd	589.99
DA 35 f/2.8 macro ltd	589.99
D FA 100 f/2.8 macro	649.99

Note: All DA lenses are weathersealed and SDM motor

PENTAX FLASHES AND ACCESSORIES

AF 200 FG Flash (PTTL non bounce GN 66)	129.99
AF 360 FGZ Flash (PTTL auto zoom bounce GN119)	249.99
AF 540 FGZ Flash (PTTL auto zoom bounce GN178)	419.99
AF 160 FC Macro Flash (PTTL bounce GN 53)	459.99
DBG2 BATT Grip (for K10d)	149.99
DBG4 BATT Grip (for K7)	209.99