

Clean geometric lines



|                    |                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Model Description  | Type                          | Lens-interchangeable SL digital-still camera                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                    | Lens Mount                    | PENTAX KAF2 bayonet mount (AF coupler, lens information contacts, K-mount with power contacts)                                                                                                                                                                                                                                                                                                                                                                               |
|                    | Compatible Lens               | KAF3, KAF2 (power zoom not compatible), KAF, KA mount lenses                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Image Capture Unit | Image Sensor                  | Primary color filter, CMOS. Size: 23.7 x 15.7 (mm)                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                    | Effective Pixels              | Approx. 16.28 megapixels                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                    | Total Pixels                  | Approx. 16.49 megapixels                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                    | Dust Removal                  | SP coating and CMOS sensor operations                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                    | Sensitivity (Standard output) | AUTO/100 to 12800 (EV steps can be set to 1EV, 1/2EV, or 1/3EV), expandable from ISO 100 to ISO 25600.                                                                                                                                                                                                                                                                                                                                                                       |
| File Formats       | Image Stabilizer              | Sensor shift Shake Reduction                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                    | File Format                   | RAW (DNG), JPEG (Exif 2.3), DCF2.0 compliant                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                    | Recorded Pixels               | JPEG<br>[3:2] 16M(4928x3264), 12M(4224x2816), 8M(3456x2304), 5M(2688x1792)<br>[4:3] 14M(4352x3264), 11M(3840x2880), 7M(3072x2304), 4M(2304x1728)<br>[16:9] 13M(4928x2776), 10M(4224x2376), 6M(3456x1944), 4M(2688x1512)<br>[1:1] 10M(3264x3264), 8M(2880x2880), 5M(2304x2304), 3M(1728x1728)                                                                                                                                                                                 |
|                    | RAW [3:2]                     | 16M(4928x3264)                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                    | Quality Level                 | RAW (12bit): DNG<br>JPEG: ★★★ (Best), ★★ (Better), ★ (Good)<br>RAW and JPEG simultaneously recordable                                                                                                                                                                                                                                                                                                                                                                        |
| LCD Monitor        | Color Space                   | sRGB, AdobeRGB                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                    | Storage Medium                | SD, SDHC, and SDXC Memory Card                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                    | Storage Folder                | Date (100_1018, 100_1019...)PENTX (100PENTX, 101PENTX...)                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                    | Type                          | TFT color LCD monitor, wide angle viewing                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                    | Size                          | 3.0 inches                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| White Balance      | Dots                          | Approx. 921,000 dots                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                    | Adjustment                    | Brightness and colors adjustable                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                    | Display                       | Field of View: approx. 100%, Grid display (4 x 4 Grid, Golden Section, Scale display), Bright/dark area warning, Histogram                                                                                                                                                                                                                                                                                                                                                   |
|                    | Auto                          | TTL by CMOS image sensor                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                    | Preset                        | Daylight, Shade, Cloudy, Fluorescent Light (D: Daylight Color, N: Daylight White, W: Cool White, L: Warm White), Tungsten, Flash, CTE, Manual                                                                                                                                                                                                                                                                                                                                |
| Autofocus System   | Manual                        | Configuration on monitor                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                    | Fine Adjustment               | Adjustable ±7 steps on A-B axis or G-M axis                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                    | Type                          | Contrast detection AF                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                    | Brightness Range              | EV 1 to 18 (ISO100, F1.4 lens)                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                    | Focus Method                  | AF/MF switching                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Metering           | Autofocus Method              | Face Detection, Tracking, Select, Spot                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                    | AF Assist Light               | Dedicated LED AF assist light                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                    | Focus Assist                  | AF Autozoom(OFF/x2/x4/x6), Focus Peaking When set to MF, an image can be magnified by pressing the OK button.                                                                                                                                                                                                                                                                                                                                                                |
|                    | Type                          | TTL image sensor metering, multi-segment metering, centerweighted metering, and spot metering                                                                                                                                                                                                                                                                                                                                                                                |
|                    | Exposure Compensation         | EV -1 to 21 (ISO 100, F1.4 lens)                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Drive Modes        | Exposure Modes                | Auto Picture mode: automatically selects from Standard, Portrait, Landscape, Macro, Moving Object, Night Scene Portrait, Night Scene, Blue Sky, Forest Scene Mode: Portrait, Landscape, Macro, Moving Object, Night Scene Portrait, Sunset, Blue Sky, Forest, Night Scene, Night Scene HDR*, Night Snap, Food, Pet, Kids, Surf & Snow, Backlight Silhouette, Candlelight, Stage Lighting, Museum Program, Shutter Priority, Aperture Priority, Manual, Bulb, HDR* *JPEG only |
|                    | EV Compensation               | ± 3EV (1/2EV step or 1/3EV can be selected)                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                    | AE Lock                       | Can be assigned to the AF/AE-L button from the menu.                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                    | Shutter                       | Auto: 1/4000 to 30 sec., Manual: 1/4000 to 30 sec. (1/3EV step or 1/2EV step), Bulb                                                                                                                                                                                                                                                                                                                                                                                          |
|                    | Mode Selection                | Single frame, Continuous (High, low), Self-timer (12sec., 2sec.), Remote Control (0 sec., 3 sec.), Auto Bracketing (3 frames)                                                                                                                                                                                                                                                                                                                                                |
| Built-in Flash     | Continuous Shooting           | Approx. 6 fps (JPEG, Continuous High)<br>Approx. 3 fps (JPEG, Continuous Low)                                                                                                                                                                                                                                                                                                                                                                                                |
|                    | Built-in Flash                | Built-in retractable P-TTL auto pop-up flash Guide number: approx. 12 (ISO100/m)<br>Angle of view: coverage: wide angle-lens, equivalent to 28mm in 35mm format                                                                                                                                                                                                                                                                                                              |
|                    | Flash Modes                   | P-TTL, Red-eye Reduction, Slow-speed Sync, Trailing Curtain Sync<br>High-Speed Sync is also available with PENTAX dedicated external flash.                                                                                                                                                                                                                                                                                                                                  |
|                    | Sync Speed                    | 1/180 sec.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                    | Flash Exposure Compensation   | -2.0 to +1.0 EV                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

**PENTAX**  
A RICOH COMPANY

|                       |                           |                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Capture Functions     | Custom Image              | Bright, Natural, Portrait, Landscape, Vibrant, Radiant, Muted, Bleach Bypass, Reversal Film, Monochrome, Cross Processing                                                                                                                                                                                                                       |
|                       | Noise Reduction           | Slow Shutter Speed NR, High-ISO NR                                                                                                                                                                                                                                                                                                              |
|                       | Dynamic Range Setting     | Highlight Correction, Shadow Correction                                                                                                                                                                                                                                                                                                         |
|                       | Lens Correction           | Distortion Correction, Lateral Chromatic Aberration Correction                                                                                                                                                                                                                                                                                  |
|                       | Digital Filter            | Extract Color, Toy Camera, Retro, High Contrast, Shading, Invert Color, Color                                                                                                                                                                                                                                                                   |
| Movie                 | HDR Capture               | Auto, HDR 1, HDR 2, HDR 3, Automatic composition correction function                                                                                                                                                                                                                                                                            |
|                       | Multi-exposure            | Number of shots: 2-9, Exposure adjusted automatically.                                                                                                                                                                                                                                                                                          |
|                       | Interval Shooting         | Shooting interval: 1 sec. to 24 hr., Number of shots: up to 999 images, Start Interval setting: immediately, from the set time                                                                                                                                                                                                                  |
|                       | File Format               | MPEG-4 AVC/H.264                                                                                                                                                                                                                                                                                                                                |
|                       | Recorded Pixels           | Full HD(1920x1080,16:9,30fps/25fps/24fps), HD(1280x720,16:9,60fps/50fps/30fps/25fps/24fps), VGA(640x480,4:3,30fps/25fps/24fps)                                                                                                                                                                                                                  |
| Playback Functions    | Quality Level             | ★★★ (Best), ★★ (Better), ★ (Good)                                                                                                                                                                                                                                                                                                               |
|                       | Sound                     | Built-in stereo microphone, External stereo microphone terminal, Recording Sound Level                                                                                                                                                                                                                                                          |
|                       | Recording Time            | Up to 25 minutes; automatically stops recording if the internal temperature of the camera becomes high.                                                                                                                                                                                                                                         |
|                       | Custom Image              | Bright, Natural, Portrait, Landscape, Vibrant, Radiant, Muted, Bleach Bypass, Reversal Film, Monochrome, Cross Processing                                                                                                                                                                                                                       |
|                       | Digital Filter            | Extract Color, Toy Camera, Retro, High Contrast, Invert Color, Color                                                                                                                                                                                                                                                                            |
| Customization         | Interval Movie            | Recording interval: 1 sec., 5 sec., 10 sec., 30 sec., 1 min., 5 min., 30 min., 1 hr., Recording time: 4 sec. to 99 hr., Start Interval setting: immediately, from the set time *The File format is Motion JPEG(AVI).                                                                                                                            |
|                       | Playback View             | Single frame, Multi-image display (4, 9, 16, 36, 81 segmentation), Display magnification (up to 16x, scrolling and quick magnification available), rotating, histogram, bright/dark area warning, copyright display, calendar filmstrip, display, folder display, slideshow                                                                     |
|                       | Delete                    | Delete single image, delete all images, select & delete, delete folder, delete instant review image                                                                                                                                                                                                                                             |
|                       | Digital Filter            | Monochrome, Extract Color, Toy Camera, Retro, High Contrast, Shading, Invert Color, Color, Tone Expansion, Sketch Filter, Water Color, Pastel, Posterization, Miniature, Soft, Starburst, Fish-eye, Slim, Base Parameter Adjustment                                                                                                             |
|                       | RAW Development           | File Format (JPEG), Image Capture Settings(Aspect Ratio, Recorded Pixels, Quality Level, Color Space), Lens Correction(Distortion Correction, Lateral Chromatic Aberration Correction), Custom Image, White Balance, Sensitivity, High-ISO NR, Shadow Correction                                                                                |
| Power Supply          | Edit                      | Resize, Cropping (Aspect ratio and Slant adjustment available), Index, Movie Editing (Divide or delete selected frames), Capturing a JPEG still picture from a movie, Saving the RAW file data in the buffer memory                                                                                                                             |
|                       | Custom Functions          | 16 items                                                                                                                                                                                                                                                                                                                                        |
|                       | Mode Memory               | 11 items                                                                                                                                                                                                                                                                                                                                        |
|                       | Button/Dial Customization | Green Button (Green Button, One Push File Format, Preview, Focus Peaking, Custom Image, Digital Filter) Red Button (Movie Recording, One Push File Format, Preview, Focus Peaking, Custom Image, Digital Filter)<br>AF/AE-L Button (Enable AF1, Enable AF2, Cancel AF, AE Lock)                                                                 |
|                       | World Time                | World Time settings for 75 cities (28 time zones)                                                                                                                                                                                                                                                                                               |
| Interfaces            | Language                  | English, French, German, Spanish, Portuguese, Italian, Dutch, Danish, Swedish, Finnish, Polish, Czech, Hungarian, Turkish, Greek, Russian, Korean, Traditional Chinese, Simplified Chinese, and Japanese                                                                                                                                        |
|                       | Copyright Information     | Names of "Photographer" and "Copyright Holder" are embedded to the image file.                                                                                                                                                                                                                                                                  |
|                       | Battery Type              | Rechargeable Lithium-ion Battery D-Li90                                                                                                                                                                                                                                                                                                         |
|                       | AC Adapter                | AC Adapter Kit K-AC1202 (optional)                                                                                                                                                                                                                                                                                                              |
|                       | Battery Life              | Number of recordable images (with 50% flash usage): approx. 500 images, (without flash usage): approx. 540 images. Playback time: approx. 320 minutes<br>* Using a new lithium-ion battery under the temperature at 23 °C, tested in compliance with CIPA standard. Actual results may vary depending on the shooting conditions/circumstances. |
| Dimensions and Weight | Connection Port           | USB2.0 (high-speed compatible) / AV output terminal, HDMI output terminal, Stereo microphone input terminal                                                                                                                                                                                                                                     |
|                       | USB Connection            | MSC/PTP                                                                                                                                                                                                                                                                                                                                         |
|                       | Video Output Format       | NTSC/PAL                                                                                                                                                                                                                                                                                                                                        |
|                       | Dimensions                | Approx. 121mm (W) x 79mm (H) x 59mm (D) (excluding the operation parts and protrusion)                                                                                                                                                                                                                                                          |
|                       | Weight                    | Approx. 560 g (loaded and ready with the dedicated battery and SD Memory Card), Approx. 480 g (body only)                                                                                                                                                                                                                                       |
| Accessories           | Package Contents          | USB Cable I-USB7, Strap O-ST120, Rechargeable Lithium-ion Battery D-Li90, Battery Charger D-BC90, Software (CD-ROM) S-SW120<br><Mounted on the camera>Hot shoe cover FK, Body Mount Cover                                                                                                                                                       |
|                       | Software                  | SILKYPiX Developer Studio 3.0 for PENTAX                                                                                                                                                                                                                                                                                                        |
|                       |                           |                                                                                                                                                                                                                                                                                                                                                 |
|                       |                           |                                                                                                                                                                                                                                                                                                                                                 |
|                       |                           |                                                                                                                                                                                                                                                                                                                                                 |

www.pentaximaging.com

L1033

**PENTAX**

**NEW PENTAX K-01**

by *Marc Newson.*





Clear graphic composition

# K-01

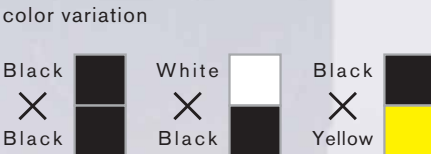
A modern digital camera with a contemporary yet timeless design. The camera body is compact and trim whilst preserving all the functions of a professional camera. The lines are clean and simple creating an elegant graphical composition. The materials convey quality and honesty. Machined aluminium and rubber provide the user with a tactile and durable piece of technology.

TIMELESS, TRUSTY, TOUCHABLE

Marc Newson.



**MARC NEWSON PROFILE**  
Born in Sydney, Australia, Marc Newson is one of the most acclaimed and influential designers in the contemporary design industry. He has worked across a wide range of projects in many categories for clients all over the globe. His award winning designs have included furniture and household products, bicycles and cars, aircraft and yachts, and much more. His work has been seen in collections at MoMA in New York, as well as many other major museums and art galleries. Marc has also been featured in Time Magazine's "100 Most Influential People in the World" establishing him as one of the most prolific contemporary designers in modern history.



## HDR (High Dynamic Range)

The PENTAX K-01 is equipped with HDR (High Dynamic Range). With HDR enabled, the K-01 captures 3 consecutive shots with varying exposure levels, then blends the shots into a single perfectly exposed image with outstanding detail in shadow and highlight areas of the image. This avoids the blown out highlights and muddy blacks of wide exposure gamuts, creating an image more faithful to a scene viewed through the human eye. HDR mode is selectable via the mode dial, and exposure latitude is set using the electronic dial.



## Full HD video captured at 1080p resolution (1920x1080).

Record video simply by pushing the red multi-function button on the camera. The high performance sensor can capture beautiful full HD video (30 FPS, MPEG-4 AVC/h.264 format). Explore a high level of creativity and versatility by selecting from a range of custom image modes and digital filters, as well as by using a wide selection of lenses. Record high quality audio using the built in stereo microphone or by connecting an external mic to the dedicated audio jack.



Sample images of HDR function

## Shake Reduction

A mechanical sensor-shift PENTAX Shake Reduction (SR) unit stabilizes still image and video photography for sharp results with any lens. PENTAX SR is especially important in low light or with telephoto lenses, where slower shutter speeds might otherwise cause handheld image blur.

## ISO25600

A highly sensitive maximum ISO of 25,600\*improves shutter speeds in dim lighting, preventing image blur for handheld photography. Processing techniques from high end PENTAX products like the 645D are also used to minimize noise and improve color accuracy for superior image quality.  
\* With expanded sensitivity enabled

## PENTAX "K" Mount Lenses

The K-01 is built around the PENTAX K-mount, for a full selection of lenses manufactured over decades. Choose from wide angle or telephoto lenses, macro or fisheye lenses, or even from fast high-performance PENTAX lenses with outstanding light gathering and depth of field flexibility. With unmatched lens backward compatibility, the creative options are endless.



- Large 3 inch, 921000 dot LCD screen with wide angle view
  - Built-in P-TTL popup flash or external flash hotshoe
  - Fast 6 FPS high speed continuous shooting
  - Flexible Auto Picture and SCN modes
  - Programmable Red and Green multi-function buttons
  - Featuring a new Marc Newson designed 40mm "world's thinnest"\*\*\* prime lens
- \*\*\* Compared with competing digital SLR interchangeable lenses as of February 1, 2012