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By:

PENTAX Announces New Digital SLR Model

Simple, Affordable, Small Body Features Large LCD Monitor



PENTAX Imaging Company has unveiled a third digital SLR camera -- the PENTAX *ist DL digital SLR. Carrying on the PENTAX tradition of compact digital bodies with simple operation and outstanding performance, the *ist DL features a 2.5 inch LCD monitor and the lightest PENTAX digital SLR body at only 16.6 ounces. "The *ist DL is the smallest digital SLR with the largest LCD in its class offered at a very affordable price," said Ned Bunnell, director of marketing, PENTAX Imaging Company. Positioned as an addition to the popular PENTAX digital SLR family, the *ist DL is a perfect camera for beginning digital photographers including families and digital users who are ready to step-up from a point-and-shoot, compact digital camera. "Anyone seeking simplicity of operation and a large LCD monitor will appreciate the *ist DL," said Bunnell. "Responding to consumer demand, our goal at PENTAX with the *ist DL is to further reduce the cost for an entry-level user." Featuring 6.1 effective megapixels and compatibility with most interchangeable PENTAX lenses, the *ist DL will ship in July 2005 with the smc PENTAX DA 18-55mm digital lens for under \$800 US.