

HONEYWELL

HOTLINE[®]

dealer newsletter

HONEYWELL PENTAX



HONEYWELL NIKOR



HONEYWELL STROBONARS



AGFA PRODUCTS

THE NEWEST AND THE BEST PENTAX K

The introduction of the new Pentax K system means there are now **three** complete Pentax camera systems for you and your customers to choose from: The new Pentax K bayonet lens mount; the Pentax S screw-mount system and the Pentax 6X7 Series.

Asahi has sold over 5 million SLR cameras in their 23 years of leadership in the development of SLR photography. They have introduced innovations such as:

- The first SLR in Japan — the Asahiflex,
- The instant return mirror,
- Through the lens metering,
- Perfecting an SLR automatic exposure system,
- Super-Multi-Coating,

and now they have topped themselves with the unique K system.

The new mount isn't all that's new about the K series, read on and see how Pentax has combined numerous desirable features into the K series that make them unique and every photographers best buy.

The new K cameras continue the long tradition of Pentax cameras. They are well balanced and retain the simplicity, classic styling and easy operation that have made past Pentax cameras so popular. Like all Pentax cameras, the K's are an extension of the photographers hand and eye.

Extensive research and human engineering has gone into the development of the K system. It is evident in the overall feel of the camera and in such details as the beveled bottom, the redesigned film advance lever, rough texture of the camera leather and location of controls.

THE K BAYONET MOUNT

The Pentax screw mount has been one of the most popular lens mounting systems in the world for over 20 years. It offers many advantages, a screw mount never loosens with age or use. It is easy and economical to manufacture and, best of all, easy and simple to use.

However, Asahi recognized that in spite of its many advantages the screw mount did not meet all the demands of today's photographers.

They set out to design a new lens mounting system for



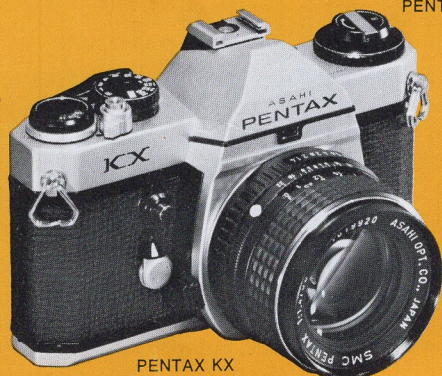
PENTAX K2



PENTAX K2



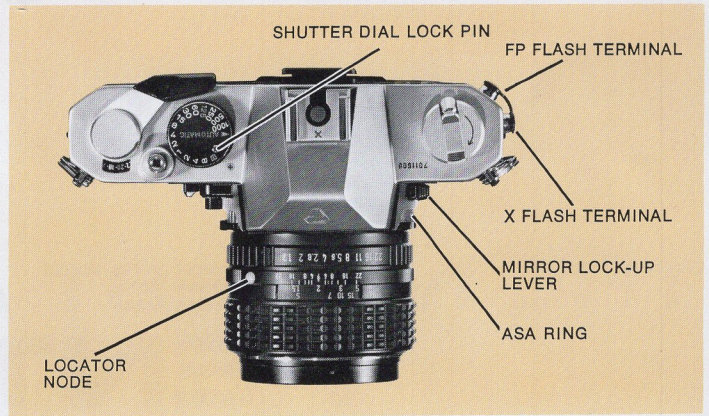
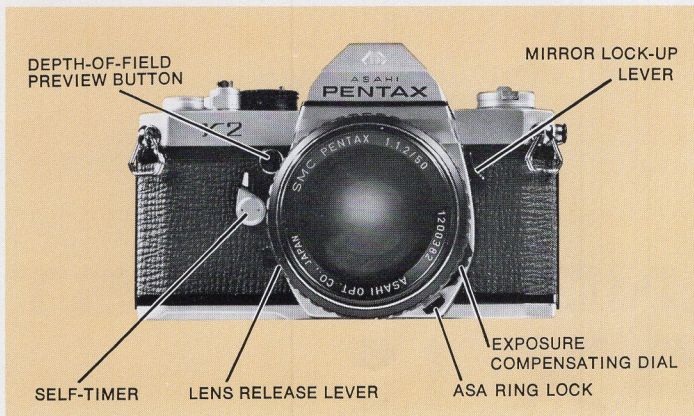
PENTAX KX



PENTAX KX



PENTAX KM



PENTAX K2

both present and future photographers' requirements. It had to meet many tough specifications: fast and easy lens changing; wide enough to handle large aperture lenses; efficient, quick interlocking of the auto diaphragm and open metering elements; reliability; precision and last but not least, it had to be economical.

The final result is the Pentax K mount. With an inner diameter of 45mm, it can easily handle new fast lenses like the 50mm SMC Pentax f/1.2. It is extremely quick and easy to change lenses — rotate the lens 65° and it's off. A twist of the wrist and a new lens is on. The auto diaphragm and full aperture metering are coupled as you twist the lens — start taking pictures. It's faster to change lenses than to read about doing it. It's even easy in the dark, line up the raised white bump on the lens with the lens lock on the camera body — insert and twist. **Quick, easy, precise and reliable** — that's the new Pentax K bayonet mount.

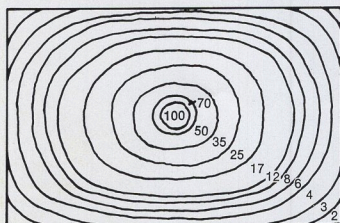
PENTAX K2

The Pentax K2 is the world's most advanced, most compact fully-automatic exposure camera. From the inside out the K2 is all new with many unique features.

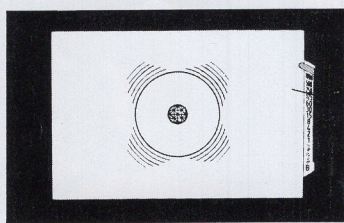
Let's start with its heart — an Asahi/Seiko metal focal-plane shutter consisting of two sets of five fan shaped metal blades running vertically. The new shutter permits the K2 to synchronize with electronic flash at 1/125th second. It is electronically controlled on both the automatic and manual shutter settings which makes it extremely accurate. 1/125 second and B are the only mechanical speeds, you can use these two speeds with a dead battery. The new shutter is very compact and is the main reason the K2 is the most compact Pentax camera.

SPD

The K2 metering system uses two silicon photo diodes (SPD) to measure the light in the central area of the viewing screen. SPDs respond very rapidly to any change in light and provide accurate exposure even under very dim lighting. Since they do not have a light memory like CdS cells, SPDs offer superior response and reliability.



Pentax K2 Meter Sensitivity with SMC Pentax 50mm f/1.4 lens.



K2 Viewfinder

The K2's metering system is powered by only two 1.5V silver oxide batteries (S76) and the battery check is a light emitting diode (LED). Push the check button and the LED comes on when the batteries are good.

The metering system of the K2 camera is center weighted, the sensitivity pattern is shown below, it spreads evenly from the central area to the edges. Changing the lens has very little effect on the pattern and it does not have any "holes" or insensitive areas like some cameras. (For more on metering patterns, see the July 1975 Modern Photography.)

AUTO OPERATION

For auto operation, set the shutter speed dial to "AUTOMATIC". It locks into place and you must depress the small silver button on the dial to set the manual speeds. As you look through the viewfinder, the blue needle indicates: "AUTO". The black needle then indicates the correct shutter speed. All you do is push the shutter button, the metering system delivers the best speed for a good exposure. The K2 has a full range of shutter speeds from 1/1000 to 8 seconds on Automatic.

To turn on the meter, depress the shutter button slightly (same as the ES) release the button and it goes off. If you want it to stay on, move the film advance lever to the pre-advance position and then depress the shutter button slightly. The meter will stay on until you close the film advance lever fully or lock the shutter release button.

The ASA setting and exposure compensating dial are both located behind the lens mount. You can override the indicated exposure with the compensating dial for under or over exposure or to compensate for difficult lighting conditions. It has been expanded from the ESII and now goes from 1/4 X to 4X. The ASA range has also been expanded to handle almost any film from ASA 8 to 6400.

MANUAL EXPOSURE

The K2 also offers manual electronically controlled shutter speeds. Just set the shutter speed on any setting from 1/1000 to 8 seconds or B. The blue needle in the viewfinder now indicates the shutter speed you have selected. Simply match the black needle to the blue and make your exposure.

THE VIEWFINDER

The viewfinder of the Pentax K2 is brighter than previous Pentax cameras because the pentaprism is now silver coated. The mirror is 4mm longer to reflect more light and to prevent cutoff with telephoto lenses. It now swings up and back to clear the lens mount. The field of view is increased to 95%. The viewfinder eyepiece is Super-Multi-

Coated to reduce reflections and is surrounded by a plastic frame, plastic is used instead of metal so the frame will not scratch eyeglass lenses.

REFINEMENTS

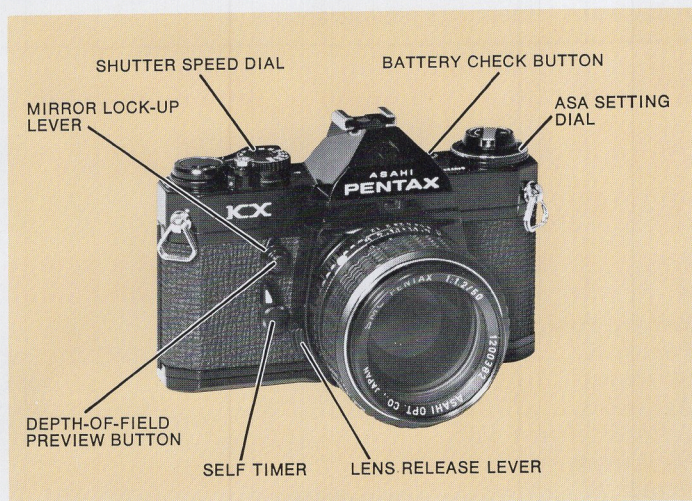
The mirror of the K2 can be locked up to minimize vibrations for super telephotography, macrophotography, etc. Just move the switch on the mirror housing (where the meter switch is on the SP1000) up and the mirror locks up; move it down and the mirror returns to its normal position. You can move the mirror up or down at any time.

The depth-of-field preview button is on the other side of the camera body and not on the lens. Just push it in to preview the depth-of-field.

The self-timer is directly below the preview button and can be set for 5 to 9 seconds. Rotate it to the left and press the shutter button to start.

The K2 has a 'X' sync hot shoe and also 'X' and 'FP' PC contacts. They are conveniently located at the upper left of the camera, just below the film rewind. The K2 syncs with electronic flash at 1/125 sec. They are threaded for a new screw-in shutter cord that will be available soon.

The chrome Pentax K2 has a microprism focusing screen and the black body has a split-image screen.



THE PENTAX KX

The Pentax KX has the clean classic Pentax styling, but with human engineered controls, beveled edges and the sleek modern styling of the K series.

The Pentax KX uses a rubberized silk, horizontal running shutter with speeds from 1/1000 to 1 second and B, flash sync is at 1/60 second.

The KX has the same center weighted metering system as the K2. It uses two SPD for ultra fast response and reliability. Like the K2, the metering range is EV1 to 18 with ASA 100 and is powered by two 1.5V silver batteries, S76. To check the batteries, push the small button to the left of the pentaprism, good batteries will cause the meter needle in the viewfinder to drop below 1/125.

The ASA range is 8 to 6400 and is set on a locking ring that surrounds the rewind button. Before you can change the ASA you must push down on the small silver tab and then rotate the ring to the proper setting.

The meter is turned on by first moving the film advance lever to the preadvance position, then push the shutter button halfway down. The meter will stay on until you push the advance lever all the way in.



KX VIEWFINDER

The KX viewfinder is similar to the K2, shutter speeds are shown on the right side of the screen and there is a black and a blue needle. In this case, the blue needle moves with the shutter speed dial and indicates the selected shutter speed. To get the proper exposure setting, you align the black needle with the blue by changing either the aperture or shutter speed. The metering system responds very quickly to any light changes. The KX viewfinder also shows the lens aperture through a small prism and lens arrangement that directs the actual lens aperture to the top center of the screen. The pentaprism is coated with silver for brighter viewing and the eyepiece has SMC. It has the same mirror as the Spotmatic F.

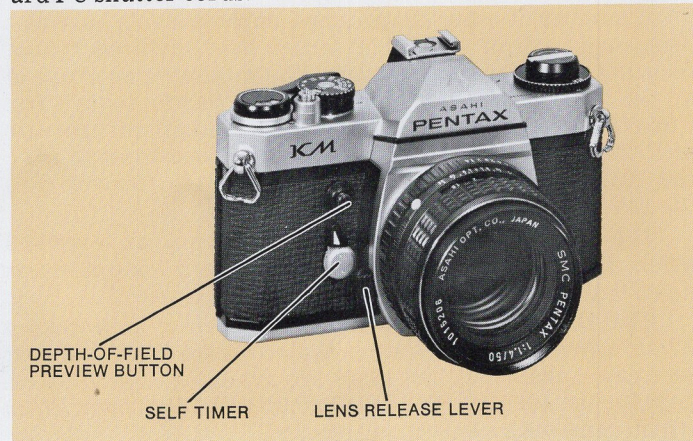
CONTROLS

The KX film advance lever has a plastic tip and is changed slightly from older Pentaxes to be more comfortable and easier to use. The film can be advanced in one or many strokes.

The self timer can be set for 5 to 13 seconds and is activated like the other Spotmatics.

The depth-of-field preview button and mirror lock-up lever are just above the self-timer. By pushing the button in, you close down the lens to the shooting aperture for depth-of-field preview. To lock-up the mirror, rotate the small lever around the button counter clockwise and then push in the preview button. The mirror will stay up until you move the lever back to its original position. The mirror can be moved up or down at any time.

The KX has an X sync hot shoe, the 'FP' and 'X' PC contacts are next to the lens mount. They are threaded for the new screw-in shutter cord and can also be used with standard PC shutter cords.



Both the K2 and KX have a film box tab holder on the back of the camera so you always know what film has been loaded. Both also have shutter button locks. The black body KX has a split-image focusing screen.

THE PENTAX KM

The Pentax KM is a human-engineered, bayonet-mount version of the world's most popular 35mm SLR — the Spotmatic F. It has the slim, elegant body of the K series with beveled edges and the black stripe across the top of the lens mount. Basically the KM is an updated and improved Spotmatic F with the K bayonet mount.

It has a open-aperture metering system using Cds cells to measure the average brightness of the focusing screen. Powered by one S76 1.5V silver battery, the meter is activated by a third Cds cell that acts as a photoswitch to turn on the meter when the lens cap is removed and there is enough light for a good exposure. For the correct exposure you just center the meter needle on the right side of the viewfinder. All the controls of the KM are the same as the Spotmatic F except for the depth-of-field preview. It is now located above the self-timer and is pushed in and held for preview. The KM does not have a shutter lock or mirror lock-up. The Pentax KM is only available with a chrome body and microprism focusing screen.



SUPER-MULTI-COATED PENTAX LENSES

There are 26 lenses in the Pentax K system, all are called Super-Multi-Coated Pentax. They go from a super-wide 15mm to a super-telephoto 1000mm and are based on the 26 SMC Takumar lenses.

All of the lens elements of the SMCP lenses are now Super-Multi-Coated, even those elements that are cemented together. This increases the light transmission and color fidelity of the lenses while reducing flare and glare even better than the SMCT lenses.

A number of other changes and improvements have also been made. All of the SMCP lenses have textured rubber focusing rings for a better grip. The minimum aperture of all the lenses has also been changed. To handle today's fast films the 15 to 85mm lenses now have a minimum aperture of F/22, the 50mm and 100mm macros close-down to f/32, the 105mm to 300mm to f/32 and the 400 to 1000mm plus the 135-600mm zoom go to f/45.

The Pentax lenses no longer have a stop-down lever and when the lens is removed from the camera body it closes down to the set aperture.

The 28mm through 150mm SMCP lenses now take a 52mm filter. The lenses are supplied with a front and rear lens cap. Lens hoods and cases are available separately except for the 400mm, 500mm, 1000mm and 135-600mm Zoom which come with a lens hood and case.

Asahi has also redesigned four of the lenses and introduced one new lens.

The all new lens is the 50mm Super-Multi-Coated Pentax f/1.2, this is the fastest 50mm, 35mm SLR lens in production. The 17mm f/4, 28mm f/3.5, 35mm f/2.0, 135mm f/2.5 and 300mm f/4.0 SMC pentax lenses have been redesigned.

ACCESSORIES

The K series cameras are backed by a complete line of accessories. They are easy to identify because they have the letter K in their designation and are equipment that has to be mounted directly to the camera body or lens mount.

Most of the accessories that are attached to the viewfinder frame, hot shoe or cable release are interchangeable with the S series.

The K accessories include three special adapters. Two allow you to use 52mm filters with 49mm filter size lenses or 49mm filters with lenses taking 52mm filters.

The K mount adapter allows the screw mount lenses to be used on the K mount bodies, extension tubes and bellows units. On the K cameras the S lenses will still focus to infinity, but they must be used with close-down aperture metering and the diaphragm must be manually set.

The Pentax K cameras are here; backed by a complete line of Super-Multi-Coated lenses and accessories to handle every photographic situation. It's a system engineered for today's and tomorrow's photographers.

HONEYWELL ADS... AGFA...PENTAX... STROBONAR FILL THE FALL ISSUES

Modern Photography

Pentax K	Nov.
Strobonar	Oct.
Agfacolor	Nov.
Auto/Strobonar 480S	Nov.

Newsweek

Pentax K.....	Oct. 27
---------------	---------

News Photographer

Pressmaster 610	Nov.
-----------------------	------

Studio Photography

Auto/Strobonar 892S	Nov.
---------------------------	------

PhotoGraphic

Pentax 6X7	Oct.
Pentax K	Nov.
Agfacolor	Nov.
Auto/Strobonar 480S	Nov.

Photo Methods

Auto/Strobonar 892S	Nov.
---------------------------	------

Popular Photography

Pentax 6X7	Oct.
Pentax K	Nov.
Agfacolor	Nov.
Auto/Strobonar 480S	Nov.

Playboy

Pentax K	Nov.
----------------	------

Sports Illustrated

Pentax K.....	Oct. 27
---------------	---------

Time

Pentax K.....	Nov. 1
---------------	--------