



TIPA Awards 2010

International recognition for the PENTAX *K-x* !



After receiving numerous distinctions in the European press during the past year, PENTAX is pleased to announce that the *K-x* Digital SLR has been voted 'Best Entry-level DSLR of the Year 2010' by TIPA (Technical Image Press Association).

TIPA members made their selection during a meeting in New York on 9 April 2010. Their statement below outlines the reason for their decision.

"Equipped with a 12MP CCD sensor, a dust remover mode, a sensor-shift stabilizer, a video mode, a shutter that goes up to 1/6000s and a sensitivity range expandable to ISO 12.800 from top speed of ISO 6400, this entry-level and compact DSLR is an excellent choice to discover the delights of the SLR camera system. The attractive price and a respectable technical content are well combined for a pleasant picture taking. "

PENTAX is the first brand to introduce a digital SLR to the European market in a range of 12 colours. Besides its considerable technical capabilities, we are confident that this prestigious award for the K-x not only reflects its considerable technical capabilities, but also showcases a brand that dares to be different.

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life

PENTAX