



# K-50 Custom Colours

- Customisable in 120 colours
- Fully Weather-sealed, Dustproof, Coldproof Design
- 6 frames per second continuous shooting
- Full 1080p h.264 HD video recording

## Serious. Colour.

Forget conformity, and get serious with the PENTAX K-50, a mid-level DSLR with fast, advanced functionality, all wrapped up in your own bold colours. Featuring specifications of a top level DSLR, enjoy a 16 megapixel APS-C CMOS sensor, fast continuous shooting at six frames per second, ISO up to 51200, 100% field of view, innovative in-body shake reduction, and an advanced auto focus module with four optional focusing screens, not to mention the PENTAX-original weather-sealing. Even with features this generous, the K-50 is also available in 120 customisable, brilliant colour combinations that are sure to match your personality and style. The K-50's approachable, easy ergonomics is perfect for families and everyday photography, complete with a wide selection of creative tools and filters for limitless personalized expressions. Get ready to stand out from the crowd and wear your colours on your camera. It's your camera, and your colours, with the PENTAX K-50.



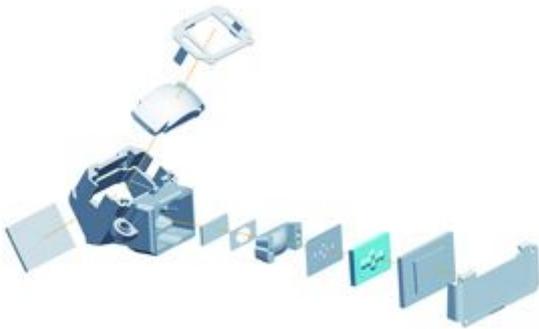
## Customisable in 120 colours

Stand out from the crowd and carry your colours with your camera. Select from 120 different colour combinations to custom create a DSLR as unique as you are.



## PRIME M Image Processing Engine

PRIME M image processing engine is optimised for HD video capture, smooth live view, low chromatic noise, and low energy consumption.



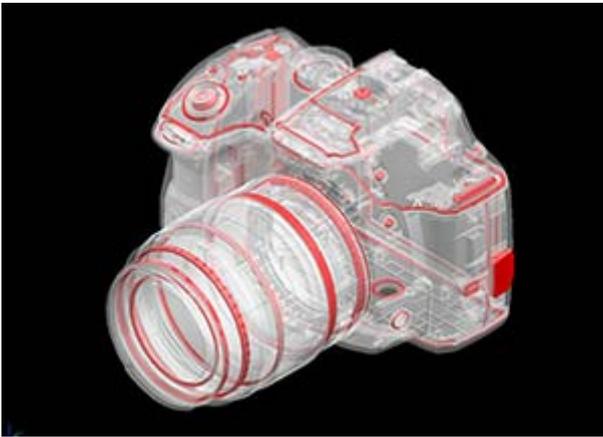
## High Precision SAFOX IXi+ Auto Focusing

Advanced SAFOX IXi+ autofocus engine, with AF assist lamp and light source detection sensor, features improved optical components, including a diffraction lens, for responsive autofocus in any lighting.



## Pentaprism Viewfinder for 100% Field of View & 4 optional Focusing Screens

What you see is what you get with the low profile glass pentaprism viewfinder, with four interchangeable focusing screens, achieves a 100% optical field of view for framing accuracy in a highly compact form factor.



## Fully Weather-sealed, Dustproof, Coldproof Design

With 81 weather seals throughout the entire body, your K-50 ensures worry-free use in any weather condition or outdoor setting, be it rain or sand. The K-50's rugged, coldproof design is also made for perfect use in sub-freezing, wet, snowy winter conditions (-10C, 14F).



## Innovative In-body Shake Reduction (SR) Mechanism

The PENTAX in-body, sensor-shift Shake and Dust Reduction technology ensures sharp, image stabilized, auto-leveled, and dust-free imaging with any mounted lens.



## Large High Resolution 3 inch LCD

Large 3 inch LCD with brightness and colour adjustments is wide angle viewable, and features 921,000 dots of resolution.



## K-Mount Compatible with 25 Million PENTAX lenses

The PENTAX K-mount is compatible with every single K-mount lens ever made. Choose from over 25 million PENTAX lenses to use with your K-50—whether you're a novice or an expert, there's a PENTAX lens that lets you capture your interesting view of the world.

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- **16 MP APS-C CMOS Sensor**

A high performance 16 megapixel APS-C CMOS image sensor strikes the perfect balance between resolution and image quality.

- **Fast Shutter speed up to 1/6000**

A maximum 1/6000 second shutter speed freezes sports and fast action without subject movement blur.

- **Eye-Fi Card Compatibility**

With Eye-Fi wireless LAN SD memory cards, the user can automatically transmit recorded images to a smartphone. New built-in menus allow the user to easily enable automatic transmission of images and video to a smartphone for rapid sharing. Users can even select favourite images and resize them before transmission.

- **In-body raw development and HDR shooting**

Enjoy in-body raw development and in-camera HDR shooting mode, featuring multiple blending options to bring out the detail in wide gamut still imaging.

- **Enhanced Creative Modes, multilayer filtering opportunities**

Choose from 11 types of custom image modes and 19 digital filters, all with multi layering capabilities, for more creative expression than you ever dreamt of. The K-50 lets you show off your unique visions with real, high-resolution images.

- **Standard Lithium-ion battery or optional use of AA-size batteries**

Compatible with both rechargeable Li-Ion and AA batteries (via optional AA battery holder) for plentiful power at home or while travelling.

- **Traditional, Auto Picture and Scene modes**

Traditional shooting modes feature PENTAX Sensitivity Priority (Sv) and Shutter And Aperture Priority (TAv) for outstanding flexibility, while powerful automatic modes like Auto Picture and Scene modes take the guesswork out of great photography.

- **6 frames per second continuous shooting**

A fast 6 FPS frame rate captures fast action shots in dynamic shooting situations.

- **ISO Speeds up to 51200**

High sensitivity shooting up to 51200 ISO range improves noise performance throughout, even in low lighting.

- **Full 1080p h.264 HD video recording**

Full 1080p HD video capture at 30 frames per second (60 FPS for 720p) features efficient h.264 compression, flexible exposure control, and HDR finishing options for stunning video quality.

- **Programmable front & rear e-dials**

Programmable front and rear e-dials enable PENTAX renowned Hyper Program and Manual modes, as well as other rapid no-look settings changes.

- **Dual-axis electronic level**

For high precision horizontal and vertical alignment, use the electronic dual-axis level to make sure your shot is perfectly aligned with the horizon or framed just the way you want it. Measure both side-to-side and forward to backward tilt for the ideal shot.

- **77 segment metering system**

Highly accurate 77 segment metering system produces beautifully exposed images and video, even in complex lighting situations.

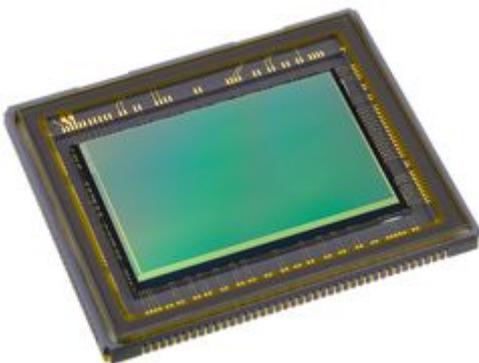


# K-500

- 16 MP APS-C CMOS Sensor
- Fast Shutter speed up to 1/6000
- 100% Field of View & 4 optional Focusing Screens
- Full 1080p h.264 HD video recording

## Beyond Basics

Jump right into digital photography with a comfortable, approachable DSLR, paired with high quality specifications that go above and beyond entry level with the PENTAX K-500—made for families and casual photographers looking for more than just the basics. Everyday photography is made easy with the K-500's wide selection of simple user-modes and creative tools for limitless personalized expressions, taking your images to a whole new level of stunning. The value adds up with a 16 megapixel APS-C CMOS sensor, fast continuous shooting at six frames per second, high sensitivity shooting up to ISO 51200, 100% field of view, innovative in-body shake reduction, and an advanced auto focus module. Make the most out of your memories—capture them with the PENTAX K-500.



## 16 MP APS-C CMOS Sensor

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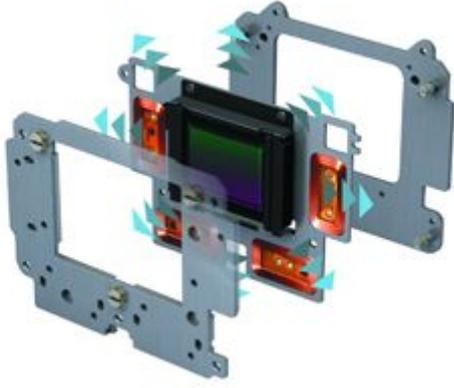
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Energizer Ultimate Lithium AA-size batteries included, with option to use a rechargeable standard lithium battery.

Compatible with both rechargeable Lithium and AA batteries for plentiful power at home or while travelling. Standard rechargeable Lithium batter available for purchase.

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- **6 frames per second continuous shooting**

A fast 6 FPS frame rate captures fast action shots in dynamic shooting situations, if used with optional, rechargeable, standard-lithium ion battery.

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