

FOR IMMEDIATE RELEASE

## **Ricoh Imaging unveils PENTAX K-3 II Silver Edition commemorating 80<sup>th</sup> anniversary of Ricoh Company, Ltd.**

*Limited-edition, silver-color K-mount digital SLR camera  
to be marketed in a quantity of 500 units worldwide*

**DENVER, Colo. February 22, 2016** – Ricoh Imaging Americas Corporation today announced a limited-edition model of the PENTAX K-3 II (launched in May 2015) to commemorate the 80th anniversary of the founding of Ricoh Company, Ltd. The magnesium-alloy camera body has been treated with a special silver-color coating, giving it an elegant, high-grade, textured finish. Even the product box has been specially designed for this limited edition, stylish silver camera.

This exclusive model will be available worldwide in a limited quantity of 500 units.

The K-3 II is Ricoh's flagship APS-C camera, featuring an impressive 24.35 effective megapixel AA filter-less APS-C CMOS sensor, along with a high performance 27-point AF system and 8.3 fps of continuous shooting. Its Pixel Shift Resolution System delivers more truthful color reproduction and finer details, while significantly lowering high-sensitivity noise levels. The updated PENTAX Real-time Scene Analysis System, supported by the 86K-pixel RGB light-metering sensor, makes the K-3 II the most responsive subject tracking of all PENTAX DSLRs. It features a high-precision gyro-sensor for more effective camera-shake compensation up to 4.5EV steps.

With built-in GPS and Electronic Compass, the K-3 II is optimized for outdoor photography. Its built-in AstroTracer functionality eliminates the need of an extra accessory to capture long exposures of stars and other celestial objects. The K-3 II's fully weather-sealed and dust-proof magnesium alloy body enables it to operate even in the most extreme field conditions.

### **| Pricing and Availability |**

The PENTAX K-3 II Silver Edition camera will be available in late spring 2016 online exclusively at [www.ricohimaging.com](http://www.ricohimaging.com) for a manufacturer's suggested retail price of \$899.95.

### **| About Ricoh Imaging Americas Corporation |**

Ricoh Imaging Americas Corporation is a subsidiary of Ricoh Company Ltd., a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions.

The company now known as Ricoh Imaging Americas Corporation was originally founded in 1919,

under the name Asahi Optical Joint Stock Co. and launched its first SLR camera in the 1950s under the PENTAX name. Today, Ricoh Imaging Americas Corporation continues to produce the heritage-rich, award-winning line of PENTAX DSLR cameras, lenses and sport optics equipment as well as Ricoh's offering of stylish and compact digital cameras, known for their wide-ranging, rich set of features.

For further information, please visit [www.ricohimaging.com](http://www.ricohimaging.com)

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