
Ricoh announces an upgrade service for current PENTAX K-1 consumers.

WEST CALDWELL, NJ, February 21, 2018—Ricoh Imaging Americas Corporation today announced their new PENTAX K-1 Mark II 35mm full-frame digital SLR (DSLR) camera, in conjunction with this they also announced an upgrade service for current PENTAX K-1 users.

The upgrade service shows their gratitude to PENTAX K-1 digital SLR camera users and allows them to receive the advanced functions of the new PENTAX K-1 Mark II in their current K-1 cameras.

Here is an overview of the upgrade service:

- The upgrade service will be done for a limited time from May 21, 2018 – September 30, 2018.
- Upgrade cost: \$550USD / \$690 CAD
- Cameras will need to be shipped to Precision Camera (US) and Sun Camera (Canada)

What will be done to your camera?

The PENTAX K-1's main circuit board will be replaced to add new functions featured in the new PENTAX K-1 MKII. Additionally the current SR logo on the PENTAX K-1 MKII will be replaced with the new PENTAX K-1 MKII logo.

More details on the program will be released in the upcoming weeks. Please go to www.us.ricoh-imaging.com or email us at contact@us.ricoh-imaging.com for more information.