

## Ricoh announces HD PENTAX-DA★ 16-50mm F2.8ED PLM AW for K-mount digital SLR cameras

*Large-aperture standard zoom lens is latest addition to new generation, high-performance PENTAX Star series*

**PARSIPPANY, NJ, July 14, 2021** — [Ricoh Imaging Americas Corporation](#) today announced the HD PENTAX-DA★ 16-50mm F2.8ED PLM AW lens, the latest addition to the new generation PENTAX Star (★) lens series. Designed for use with PENTAX K-mount digital SLR cameras, Star-series lenses boast the highest imaging performance of all PENTAX lens lineups. This large-aperture standard zoom lens features an open aperture of F2.8 over the entire zoom range to deliver exceptional optical performance and is an ideal regular-use lens for the recently announced [PENTAX K-3 Mark III](#).

The HD PENTAX-DA★ 16-50mm F2.8ED PLM AW lens incorporates a newly designed optical system and—for the first time in a large-aperture PENTAX lens—an advanced pulse motor (PLM) to assure smooth, high-speed, high-precision autofocus (AF) operation with minimized noise. The lens has been fine-tuned for greater operability in manual-focus operation and includes a quick-shift focus system to provide an instant shift from AF to manual. It provides a minimum focusing distance of just under 12 inches and a maximum magnification of 0.24x. This new standard zoom lens allows users to fully enjoy the process of photography according to their own preferences and can be used in a variety of applications including landscape, snapshots and portraits.

The HD PENTAX-DA★ 16-50mm F2.8ED PLM AW lens also features an electromagnetic diaphragm control mechanism to assure high precision exposure control and smooth focus tracking when used in combination with compatible digital SLR cameras. The mechanism also enables the capture of video clips using automatic exposure control, even when there are considerable differences in brightness when shooting.

The lens has been designed to provide sharp, clear images free of flare and ghost images, even under demanding conditions like backlight. It features a nine-blade circular diaphragm to produce a natural, beautiful *bokeh* (defocus) effect even at open aperture. It has been treated with the PENTAX-original HD coating, which assures much higher light transmittance than conventional multi-layer coatings.

The new AW (All Weather) lens features dustproof, weather-resistant construction to prevent the intrusion of water and dust into the lens barrel. When paired with a dustproof, weather-resistant PENTAX digital SLR camera body, it assures a durable, reliable digital imaging system that performs superbly in demanding shooting settings — even in rain or mist, or at locations prone to water splashes or spray.

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

The HD PENTAX-DA★ 16-50mm F2.8ED PLM AW lens will be available August 2021 at [www.us.ricoh-imaging.com](http://www.us.ricoh-imaging.com) as well as at Ricoh Imaging-authorized retail outlets for a manufacturer's suggested retail price of \$1,399.95.

### **| Main Features of the new HD PENTAX-DA★ 16-50mm F2.8ED PLM AW |**

#### 1. New-generation Star-series lens, designed for optimal image quality

The latest addition to the new-generation Star-series lenses — which provides the greatly improved resolving power that will accommodate the super-high-performance digital cameras of the future — this standard zoom lens compensates various aberrations to a minimum and delivers sharp, clear images, not only in the middle of the image field but at the edges. Incorporating one ED (Extra-low Dispersion) glass optical element, one anomalous glass optical element and two ED (Extra-low Dispersion) aspherical glass optical elements, it effectively reduces chromatic aberration to a minimum over the entire zoom range. Coupled with high-grade, multi-layer HD Coating,\* which reduces the average reflectance in the visible ray spectrum to less than 50% that of conventional multi-layer coatings, it effectively minimizes flare and ghost images even in demanding lighting conditions such as backlighting.

This standard zoom lens delivers exceptionally high resolving power and outstanding contrast even at open aperture, while capturing beautiful images with a smooth transition of the *bokeh* (defocus) effect and a true-to-life depth of field. Since its maximum aperture is fixed at F2.8 over the entire focal-length range from 16 to 50 millimeters (equivalent to 24.5mm to 76.5mm in 35mm format), this large-aperture zoom lens makes it an ideal regular-use lens for the PENTAX K-3 Mark III.

*\* HD stands for High Definition.*

#### 2. High-speed AF system with a minimum focusing distance of 0.3 meters

This zoom lens incorporates a newly designed optical system which features a lighter, more compact focus-lens group. By driving this focus-lens group with an advanced PLM (Pulse Motor), it assures smooth, high-speed autofocus operation with minimized operational noise. Thanks to the redesigned focus mechanism, it provides the minimum focusing distance of just 0.3 meters, and the maximum magnification of 0.24 times, making this a versatile, regular-use lens for capturing all types of subjects — from everyday snapshots to close-ups and landscapes.

#### 3. Electromagnetic diaphragm mechanism for high-precision diaphragm control

This zoom lens features an electromagnetic diaphragm control mechanism\* to assure high-precision exposure control when used in combination with compatible digital SLR cameras. It also lets the user capture video clips using automatic exposure control, even when there are considerable differences in brightness during the video shooting. When mounted on a PENTAX K-3 Mark III, PENTAX KP or PENTAX K-70 camera body, the PLM (Pulse Motor) assures smooth focus tracking operation and flawless exposure control, while considerably

reducing annoying noise generated by focus and diaphragm control operations during video shooting. It assures smooth, worry-free video shooting in locations prone to considerable brightness changes — such as a stage with rapidly changing lighting conditions, or a forest with filtering sunrays — or with active, fast-moving subjects such as athletes or animals.

*\* The lens features the KAF4 mount and is compatible with electromagnetic diaphragm control. Electromagnetic diaphragm control is available in combination with PENTAX K-3 Mark III, PENTAX K-3 II, PENTAX K-3, PENTAX KP, PENTAX K-70, PENTAX K-50, PENTAX K-S2, PENTAX K-S1, PENTAX K-1 Mark II or PENTAX K-1 camera bodies. We advise that users upgrade the camera's firmware to the latest version to properly use electromagnetic diaphragm control. When mounted on a PENTAX K-1 Mark II or PENTAX K-1 camera body, images can only be captured in Crop mode because the lens image circle is exclusively designed for the APS-C format.*

#### 4. Dustproof, weather-resistant construction

Developed as an AW (All Weather) model, this zoom lens features a dustproof, weather-resistant construction to prevent the intrusion of water and dust particles into the lens interior. By pairing it with a PENTAX dustproof, weather-resistant digital SLR camera body, the user can create a highly durable, reliable digital imaging system that performs superbly even in the most demanding shooting conditions — in rain or mist, or at locations prone to splashing water.

#### 5. Other features

- Effortless manual-focus operation, with limited lens extension during focusing between the minimum focusing distance and infinity and optimum focus-ring torque
- Nine-blade circular diaphragm to produce a natural, beautiful *bokeh* (defocus) effect (from open aperture to F5.6 in the wide-angle range; from open aperture to F8 in the telephoto range), while minimizing the streaking of point light sources
- Quick-Shift Focus System to provide an instant shift to manual-focus operation, after locking the subject in focus during AF operation by pressing the camera's shutter-release button halfway down; this system can be used at any time during AF operation
- SP (Super Protect) Coating to keep the lens front surface free of dust and stains

## | About Ricoh Imaging Americas Corporation |

Ricoh Imaging Americas Corporation is a subsidiary of Ricoh Company, Ltd. Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 85 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras and industrial systems. Headquartered in Tokyo, Ricoh operates in approximately 200 countries and regions.

Asahi Optical Joint Stock Co. was founded in 1919 and launched its first SLR camera in the 1950s under the PENTAX name. Over 100 years later, now as part of the Ricoh Group, Ricoh Imaging continues to produce the heritage-rich, award-winning PENTAX line of DSLR cameras, lenses and sport optics equipment. Ricoh's offering of stylish and compact digital cameras are known for their wide-ranging, unique set of features.

For further information, please visit [www.us.ricoh-imaging.com](http://www.us.ricoh-imaging.com)

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## Major Specifications

Focal Length	16-50mm Equivalent to 24.5-76.5mm in 35mm format (when attached to PENTAX APS-C size DSLR cameras)
Maximum Aperture	F2.8
Minimum Aperture	F22
Lens Construction	16 elements in 10 groups
Angle of View (Diagonal)	83-31.5° (when attached to PENTAX APS-C size DSLR cameras)
Mount	KAF4
Minimum Focusing Distance	0.3m (0.98ft.)
Maximum Magnification	0.24x
Filter Diameter	77mm
Diaphragm Control	Electromagnetic diaphragm Fully automatic
Number of Diaphragm Blades	9 Rounded diaphragm (16mm: F2.8-5.6 50mm: F2.8-8)
Aperture Ring	N/A
Tripod Mount	N/A
Lens Hood	PH-RBN77 (included)
Lens Cap	O-LC77 (included)
Lens Case	S120-150 (included)
Maximum Diameter x Length	approx. 84mm x 117mm (approx. 3.3in. x 4.6in.)

Weight	approx. 712g / with hood approx. 750g (approx. 25.1oz. / with hood approx. 26.5oz.)
Temperature	-10°C~40°C (14°F~104°F)
Humidity	85% or less (no condensation)
Included Accessories	Lens Hood PH-RBN77, Lens Cap O-LC77, Lens Mount Cap K, Lens Case S120-150