

PENTAX K-1 Recognized in German iF Design Award 2017

TOKYO, February 24, 2017—Ricoh today announced that PENTAX K-1, Full frame digital SLR camera has won award at this year's prestigious iF Design Award 2017, hosted by iF International Forum Design GmbH.



PENTAX K-1

PENTAX K-1 full-frame digital SLR camera

PENTAX K-1 digital SLR camera is developed as the flagship model of the acclaimed PENTAX K series of digital SLR cameras. This new model features a large CMOS image sensor, equal in size to the full image area of 35mm film, to deliver super-high-resolution images required for the artistic work of photo enthusiasts and professionals. High-performance CMOS image sensor supported by approximately 36.4 effective megapixels and PENTAX-original imaging technologies, the PENTAX K-1 assures super-high-resolution images rich in gradation and superb in high-sensitivity rendition. A new-generation shake reduction mechanism SR II (Shake Reduction II) effectively reduces camera shake along five axes with a compensation range of five shutter steps. This mechanism also shifts the image sensor unit by a single pixel to assure super-high-resolution digital imaging. An extra-accurate exposure-control mechanism is supported by state-of-the-art artificial intelligence technology.

The K-1 also provides an array of PENTAX-original features and functions.

iF Design Award

Established in 1953, the iF Design Award is a design award presented to industrial products from all over the world that display superior design. Each year there are many applicants for the award from Germany and around the world. The winning products are selected from seven categories: "Product Design" "Communication Design" and "Packaging Design" "Service Design" "Professional concepts" and "Architecture" and "Interior architecture". Winners are highly regarded as products with a superior design that is recognized internationally. This year 5,575 products from 59 countries were entered for consideration.

| About Ricoh |

Ricoh is a global technology company that has been transforming the way people work for more than 80 years. Under its corporate tagline – *imagine. change.* – Ricoh continues to empower companies and individuals with services and technologies that inspire innovation, enhance sustainability and boost business growth. These include document management systems, IT services, production print solutions, visual communications systems, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ending March 2016, Ricoh Group had worldwide sales of 2,209 billion yen (approx. 19.6 billion USD).

For further information, please visit www.ricoh.com

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