

FOCUS ON AMERICA

A color photograph of a young blonde boy in a red polo shirt, smiling and holding a small American flag on a stick high above his head. He is standing in a field of green grass and red flowers. In the bottom left corner of the frame, a black Pentax PZ-10 35mm SLR camera is positioned, angled towards the boy. The background shows a clear blue sky with some white clouds.

PENTAX
PZ-10

Special Advertising Section

PENTAX

PZ-10

The PZ-10 Provides Innovative
Intelligence for Maximum
Ease of Use



The trick in producing an ideal 35mm camera is to make it versatile, yet simple to use. It should be a single-lens reflex, for the convenience and accuracy of through-the-lens viewing and the versatility of a full line of interchangeable lenses. It should be light and compact, yet incorporate all the desirable features: fully automatic operation for those who want it, and full manual control for those who need it; built-in automatic TTL flash; a full range of shutter speeds and lens apertures; a self-timer; and the like. This ideal 35mm camera should be so easy to use that a total novice could produce good photos with it with little practice; yet so versatile that a serious photographer could use it



to produce excellent images. And, of course, the camera's metering and autofocus systems must be tremendously accurate.

The new Pentax PZ-10 meets every one of these criteria. It's a full-featured 35mm SLR that's very simple to operate. It helps the novice produce the best possible photos, and

allows the serious shooter to produce excellent images. Its Interactive Intelligence allows the photographer to control all operations with a single action without taking the eye from the viewfinder. And the metering and autofocus systems are extremely accurate in virtually all shooting situations.



PENTAX

PZ-10

High-Speed Autofocusing and Improved AF Sensitivity Equal Unparalleled Action Shooting



The PZ-10 provides speedy, pinpoint autofocus, frame after frame. Its new through-the-lens phase-matching AF system provides both focus-priority single-frame autofocusing (in which the camera won't fire until it has focused, thus preventing you from making out-of-focus exposures), and predictive autofocusing, in which the autofocus system measures the speed of a fast-moving subject—up to three readings in two milliseconds—and automatically predicts its position at the moment of exposure, thus compensating for distance it travels between the time you start to press the shutter button and the instant the exposure is made. So you get supersharp action photos, every time. And you don't even have to think about it—the PZ-10 automatically switches to predictive autofocus when it detects a fast-moving subject.



The PZ-10's new autofocus system is approximately 30% faster than existing systems, and offers a 30% larger autofocus area than conventional systems, making it easier to

track moving subjects. Improved autofocus sensitivity provides accurate autofocusing with those hard-to-focus dimly lit, low-contrast subjects.

Of course, the PZ-10 also provides manual focusing, via the lens's focusing ring, and provides an LED in-focus signal in the camera viewfinder.

In combination with the PZ-10's Intelligent Power Zoom lenses, this excellent new autofocus system makes anyone an action-shooting master—and it can improve your percentage of great shots even if you're an experienced action shooter. And, of course, the system works great with nonmoving subjects, too.



Predictive autofocusing with the high-speed cyclists.



PENTAX

PZ-10

On-Board Pop-Up TTL Flash
Produces Excellently Balanced
Flash Photographs



To provide you with a handy source of light whenever and wherever you need it, the PZ-10 comes with a built-in RTF (Retractable TTL Auto Flash) unit that provides fully automatic flash exposure control for normal flash shooting and special flash applications. There's slow-shutter-speed sync flash, in which the camera meters down to one second, and the camera automatically properly exposes both the flashlit subject and a dim existing-lit background. There's daylight flash sync, in which the camera automatically balances flashlit subject and daylit background exposure. And there's bulb flash, in which the camera automatically exposes the flashlit subject, while the shutter remains open as long as you apply pressure to the shutter button—ideal for flashlit portraits against a night city background.

For those who need more flash power, the accessory AF330FTZ auto zoom flash unit (ISO 100 guide number 33, in meters) automatically zooms to cover focal lengths from 28–85mm (with both



zoom and fixed-focal-length lenses), and provides trailing-shutter-curtain flash sync, in which the flash fires at the end of a long exposure rather than at the beginning. This makes possible combined flash-existent-

ing light special-effects images of moving subjects, in which ghost-image "speed streaks" trail a moving subject for a natural effect, rather than unnaturally precede it as is the case with standard front-shutter-curtain flash.

And, you can even combine the AF330FTZ accessory zoom flash unit with the PZ-10's built-in RTF flash unit to get contrast-control flash, in which the powerful AF330FTZ serves as the main light, while the built-in unit provides fill—all automatically.

PENTAX

PZ-10

Multi-Pattern Six-Segment
Metering Provides Optimum
Exposures in Difficult Light

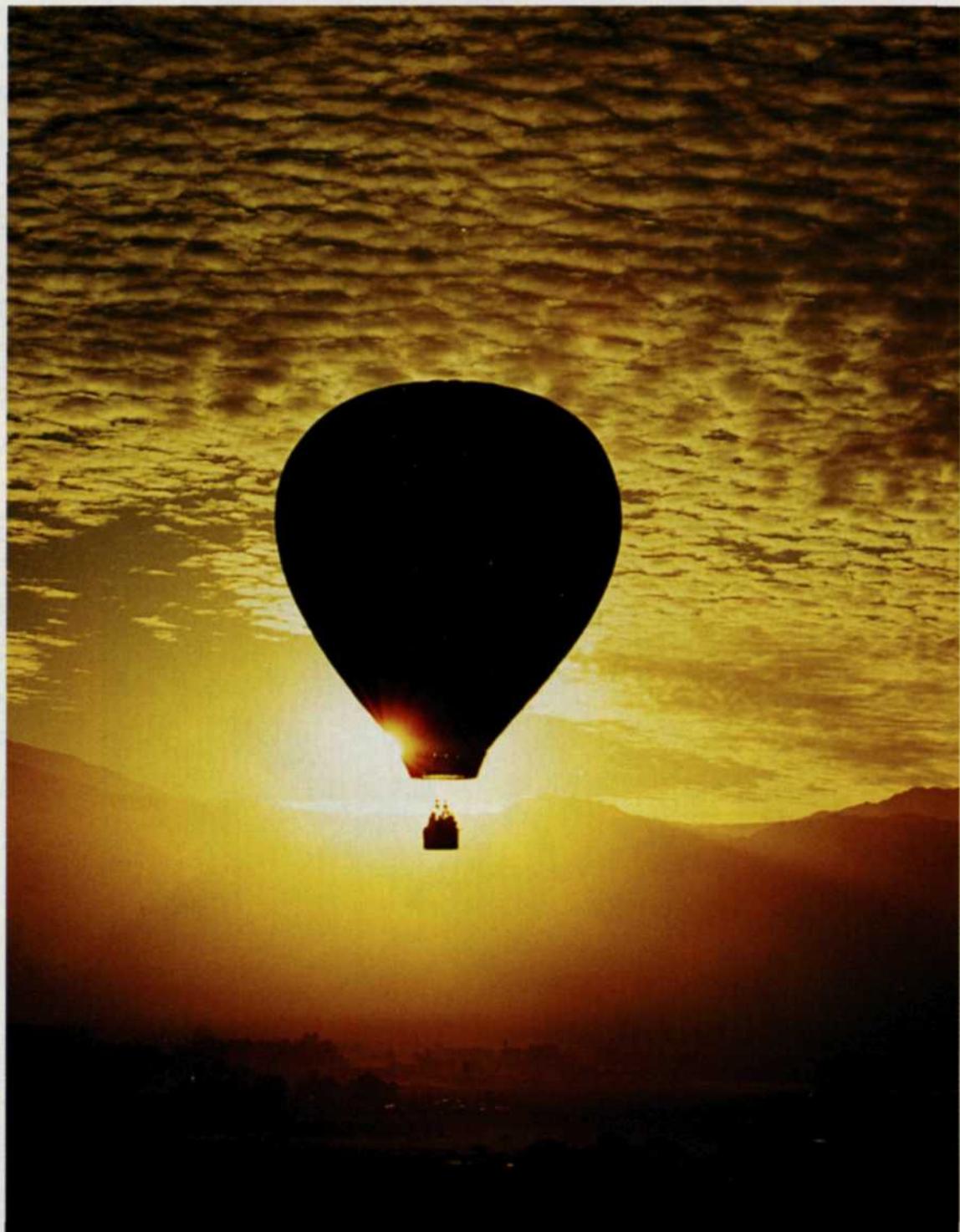


While the PZ-10 is a simple camera to use, it contains a lot of high-tech sophistication. The six-zone multi-pattern metering system is one example.

When the PZ-10 is in Programmed AE mode, this new metering system switches from center-weighted to spot to average to low-light to six-zone pattern mode as necessary, automatically selecting the best metering pattern for the subject, thus providing optimum exposures in any lighting situation, including strong backlighting, extreme contrast, and even night scenes.

Combined with the PZ-10's advanced programmed AE mode and the Intelligent Power Zoom system, this metering system assures you of the best exposures, with the optimum shutter speed and lens aperture for the lens in use, under virtually all shooting conditions.

If you want to get creative, just press



These are examples of the difficult metering situations that are easily handled by the PZ-10's multi-segment metering.

the Hyper Button, and you can apply ± 3 EV of exposure compensation in $\frac{1}{2}$ -EV increments.

For those who like to do it themselves, metered-manual mode is available. In this mode, the camera automatically switches to spot metering, and you can set any aperture and shutter speed you wish; the camera will tell you when it feels that you have set the proper exposure, but you aren't obligated to follow the recommendation.

There's also the Hyper Manual mode: Set the lens's aperture ring to the desired f-number, center the area you wish to meter in the viewfinder, and press the

Hyper Button. The camera will meter the approximate area indicated by the AF brackets, and set the appropriate shutter speed. This, in effect, gives you aperture-priority AE at the touch of a button.

The new Pentax PZ-10—the world's first autofocus SLR with an Intelligent Power Zoom Lens system—has a lot to offer both the novice shooter and the more advanced photographer. It can produce great photos while being as simple to use as any point-and-shoot camera; but it can also be used by experienced photographers to create fine photographic works of art. Check it out!

PENTAX

PZ-10

An Interactive Concept Allows
the Camera to React not Unlike
the Human Eye



Whatever subjects you like to shoot, the PZ-10's Interactive Function concept keeps you ready to respond spontaneously, whether it's split-second action or a creative setup. With highly accurate automation, the world of creative photography is literally at your fingertips.

Watch through the viewfinder, and see exactly what the film will see when you make the exposure. Twist the zoom ring, and watch the effects of different focal lengths. Push the shutter button, and the camera will set the shutter speed, lens aperture, and focus for optimum results, and record the image you see.



If you're a serious shooter, you can take advantage of the speed and convenience and accuracy of the PZ-10's automation, or you can set any or all items yourself. Set the lens aperture you want, the shutter speed you want, the focal length you want, the focus you want—each manual option is at your fingertips.

Whatever your photographic desires, the PZ-10 can deliver. Backlit flower close-ups? No problem. Landscapes with a long telephoto lens? Can do. Outdoor night portraits with flash? It's a snap for the PZ-10. Sharp action shots? You bet. And you can do it your way, or let the camera do it automatically.

