

**MASTERPIECE.**

PENTAX Optio A40



Optio A40

**PENTAX**

**JUST AS PHOTOGRAPHY HAS SIGNIFICANTLY CHANGED OUR PERCEPTION,  
PENTAX HAS SIGNIFICANTLY SHAPED THE DEVELOPMENT OF PHOTOGRAPHY.  
OPTICAL EXPERTISE, INNOVATIVE CAMERA TECHNOLOGY AND DESIGNERS  
WHO ARE PASSIONATE ABOUT PHOTOGRAPHY – THESE ARE THE THINGS THAT  
CHARACTERISE PERFECTLY WHAT PENTAX IS ALL ABOUT.**



## Technical data

CCD	12.4 Megapixels – total/12.0 Megapixels – effective 1/1.7" Interline Transfer CCD with Primary Colour Filter
Lens	7.9–23.7mm/2.8~5.4 (37–111 in 35mm film format); 7 elements in 5 groups (2 double-sided aspherical lens elements, 1 single-sided aspherical lens element); 3x optical zoom, 6x digital zoom
Monitor	2.5" TFT Monitor, approx. 232,000 pixels
Image Formats	Photo: JPEG (Exif 2.2), DCF, DPOF Video: AVI (MPEG-4, DivX®-Format), with sound Sound: WAV (PCM, mono)
Focus	5 Point TTL Contrast Detection System with Autofocus Help light, Focus set by various Picture Modes, Spot-AF, manual focus, Panfocous Photo: Normal: 0.35m–∞; Macro: 0.12–0.4m (wide angle); Supermacro: 0.06m–0.15m (wide angle) Video: Normal: 0.12m–∞; 0.35m–∞ (Tele); Macro: 0.12–0.4m (wide angle); Supermacro: 0.06m–0.15m (wide angle)
Metering	TTL Metering, Multi-segment, Centre-weighted or Spot Metering Shutter speeds: approx. 1/2,000–4 sec. Numerous shooting modes and functions Exposure compensation: ±2 EV (1/3 EV steps)
Flash	Built-in automatic flash, manual On/manual Off, pre-flash for reduction of the "Red Eye" effect
Power requirements	Rechargeable Li-Ion battery D-LI68
Dimensions (W x H x D) / Weight	91 x 56.5 x 23.5mm / 130g
Standard Accessories	AV, AC and USB cables, Software, Li-Ion battery, Charger, Hand strap

**For further product information visit [www.pentax.co.uk](http://www.pentax.co.uk).**



## KEY FEATURES AT A GLANCE:

- > 12 MEGAPIXELS
- > 3X OPTICAL ZOOM
- > INTELLIGENT ZOOM
- > DYNAMIC RANGE ADJUSTMENT (IMPROVEMENT OF CONTRAST RANGE)
- > OPTO-MECHANICAL AND DIGITAL SHAKE REDUCTION
- > MOVIE SHAKE REDUCTION
- > FACE RECOGNITION WITH FACE PRIORITY
- > 2.5" TFT MONITOR WITH 232,000 PIXELS

## You can have everything.

It seems that “flagship stores” have been popping up everywhere – enormous glass palaces in which to spend your money. Our flagship is tiny, worth every penny and not just a pretty thing to be kept under glass.

The new PENTAX Optio A40 doesn't just offer astounding optics with high-quality glass lenses, but also the maximum performance possible from a compact camera at this time: 12 megapixels, opto-mechanical “Shake Reduction”, “Dynamic Range Adjustment”, and clearly faster image processing ... See for yourself.



# Only perfection brings the best results.

*Since the first PENTAX Optio A model made its appearance these cameras have consistently been the pacesetters in digital compacts. The new PENTAX Optio A40 does justice to this standard, and then some. It brings a solution to the market for one of the oldest problems in photographic history: the problem of contrast range.*

## DYNAMIC RANGE ADJUSTMENT

Compared to a digital image sensor the human eye can handle an enormous contrast range. We can see clearly a person in front of a window, and the bright background behind, a difficult situation for a camera. And then the disappointment: your main subject in the photo is just a silhouette. But now the “Dynamic Range Adjustment” (DRA) of the Optio A40 can carry out the same functions as the human eye – making a high contrast range available so that the overly bright sky in the window gets its colour back and the shadowy person a receives a face. Whether backlit photographs or dramatic shots at dawn or at twilight, when you’re taking the picture or afterwards: the PENTAX Optio A40 gets the most out of your pictures and with optimum detail.

## OPTIMAL PICTURE SHARPNESS

Only the best-constructed cameras can guarantee the best picture results. For PENTAX that begins with the optics – for which we exclusively use high-quality glass lenses – and continues with the careful selection of all further components. Your advantage: you profit from the edge in PENTAX quality.





23.5mm



56.5 mm



mm

### SHAKE REDUCTION

The worse the lighting conditions the longer the exposure, increasing your risk of not being able to keep the camera sufficiently steady. With "Triple Shake Reduction" the PENTAX Optio A40 offers three methods of keeping you on the safe side: "Digital Shake Reduction", "Movie Shake Reduction" and opto-mechanical "Shake Reduction" ensure that blurred photographs are no longer on your agenda.

### FACE PRIORITY

A smile, a glance or a certain expression – nothing possesses more radiance than the human face. The "Face Priority" function of the camera recognizes faces in the picture and preselects camera settings to assure that people are sharp and in perfect focus. And if you want it to the PENTAX Optio A40 will zoom to the right focal length for the perfect portrait. And it also provides the optimal rendition of skin tones.

### INTELLIGENT ZOOM

12 megapixels make 30x24cm pictures possible with no loss of quality. If you know that you won't be making a large print, then setting a lower resolution, which will also save memory, can decrease the output format. The unused pixels are then available for "Intelligent Zoom": depending on the resolution this can give an enlargement factor of up to an 18x with continued excellent image quality.

Japan PENTAX Corporation  
2-36-9, Maeno-cho, Itabashi-ku, Tokyo 174-8639, JAPAN

Europe PENTAX Europe GmbH  
Julius-Vosseler-Straße 104, 22527 Hamburg, GERMANY  
[www.pentax-community.com](http://www.pentax-community.com), [www.pentax.de](http://www.pentax.de)

United Kingdom PENTAX U.K. Ltd., PENTAX House, Heron Drive, Langley, Slough,  
Berks, SL3 8PN, UNITED KINGDOM, [www.pentax.co.uk](http://www.pentax.co.uk)

Canada PENTAX Canada Inc., 1770 Argentia Road, Mississauga,  
ON L5N 3S7, CANADA, [www.pentax.ca](http://www.pentax.ca)

The manufacturer reserves the right to change specifications, design,  
equipment and scope of supply without notice.

As of September 2007

AP1020000201/ISM 01092007

**Your PENTAX dealer:**

# PENTAX