

CAPTURE A BIRD OF PARADISE WITH OUR NEW PROCES METERING SYSTEM.

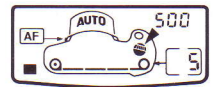


Photo by James Robinson

This was the land of Eden. A land filled with exotic creatures perched upon rocks which grew from beneath the sea. And here among the gnarled roots of an ancient tree, one of these creatures beckoned with a pair of red pumps. The rest is photography. The Pentax art of photography.

To capture a moment that seems to stretch the perimeters of reality you need a camera that can automatically respond to the situation in a sophisticated, technically accurate manner. You need the Pentax SF10 equipped with a system called PROCES Metering.

Imagine standing in the shadows but wanting to capture your subject in direct or somewhat dappled light. To avoid under or overexposure our PROCES Metering System automatically compensates by taking separate readings from the background as well as the center of the frame. The result will be an image transferred from your eyes to film. Combined with the SF10's CENTIC Panel which relays all relevant information, you can see why this camera is

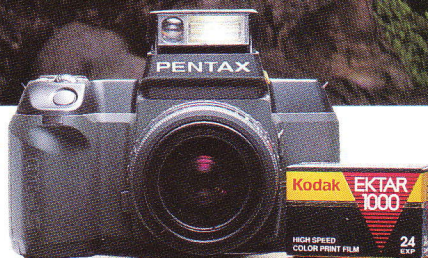


considered user friendly.

The SF10 is the validation of a unique imagination and comes equipped with such features as Auto Focusing, Auto-Exposure and a Built-in Retractable TTL Auto Flash. And for more information see your local Pentax dealer.

PENTAX® SF10

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Ektar 1000. The genius is in the details.