



# SEE THE FUTURE.

**PENTAX SF7 c/w  
PENTAX 28-80mm F LENS  
FROM JESSOPS  
£279.90**

**including FREE Pentax Gadget Bag  
(RRP £15.95) and Pentax Lens  
Cleaning Cloth (RRP £3.99)**

**Available at Photography & Video '90 or  
from all Jessop Photo Centres during May**

**This LCD panel gently tells  
you what to do next.**



# SEE THE WAY.

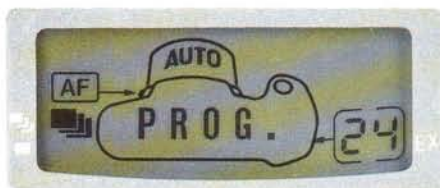


The photos you have admired most were probably taken with an SLR. But maybe you didn't admire the time-consuming decisions needed—until now—to get outstanding results.

Pentax sees things your way. That's why Pentax now presents the new SF7: a unique autofocus SLR that communicates with you to achieve outstanding pictures.

## No more puzzles.

In the big LCD ACCES (Advanced Communication & Command Enhancing System) panel you see an outline of the camera itself. You see



if the film is loaded. You see the number of pictures taken. And a pointer guides you to what you should do next.

You see the future because you always know exactly what your camera is set to do. You see the way because you are guided to change the setting with pointers and instantly identifiable indicators.

## Here's how you see the way.

Press the mode button with the lens ring set to "A" (auto), and a pointer guides you to choose the auto Program or auto Shutter-Priority mode. Select Program (PROG) for the best automatic combination of shutter speed and lens opening. A new dual-zone metering system assures accurate exposures even with complex back-lighting — compensation is fully automatic. You will also be guided

if you select Aperture-Priority, Manual or Bulb exposure mode. Your choice is clearly shown in the large LCD ACCES panel.



Press the drive button, and a pointer will guide you to single-shot or consecutive shooting. Pictographs display your choice. Normally, you would want Pentax's swift autofocus system but you can select manual focusing for special conditions. A flashing bolt tells you when to activate the RTF (retractable TTL flash).

Everything you've always wanted to know is right before your eyes. And you are clearly guided to the settings that will lead to the high quality pictures you've always longed to take.



# SEE THE LIGHT.



Pentax's built-in RTF does more than extend your shooting capabilities at night. Of course, you will never forget your flash because it's always right there with you. The LCD ACCESS panel will flash a bolt to indicate that flash should be used. After the retractable flash pops up, a high-tech program is activated for accurately calculating the intensity and distance of the flash.

## New creativity in a flash.

Pentax's flash program is so sophisticated that it lets you use flash in daylight for professional-type creative effects. Daylight sync flash does wonders for a subject in shade. And with slow shutter speed sync, you can shoot sunsets and yet have your favorite friend in the foreground perfectly exposed. Everyone will be amazed at your new photographic

capabilities.

## 24-hour autofocus.

Pentax's state-of-the-art autofocus system is fast and precise. Even under low light, the SF7 will lock in on your subject. For ultra close-ups with macroshooting, Pentax's autofocus remains by your side. And when it's pitch dark, a special beam shoots out

to assure perfectly focused pictures in the dark.

Should you wish to position your subject way off-center for unusual composition, Pentax's focus lock still delivers on-target sharp focus. On-center, off-center, mountain peak or flower petal, bright light, low light or no light—Pentax captures your target.

See the light with Pentax's illuminating technology.





# Extensive capabilities to meet any creative challenge.



## More choices. More lenses.

What's remarkable about the compact SF7 is that simplicity is combined with unusually flexible choices to meet the most demanding creative criteria. Choices of exposure modes: Program, Shutter-Priority, Aperture-Priority, Manual, and Bulb modes. Choices of focus: autofocus or manual. Choices of drive: single shot or consecutive.

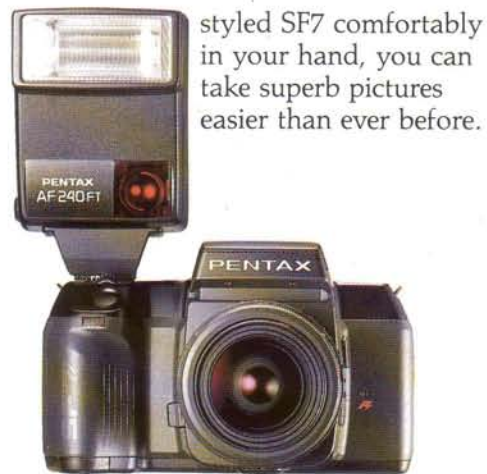
Choices of lenses: Pentax's world famous autofocus lenses span the photographic spectrum from 24mm ultra-wide angle to 600mm super telephoto. And you can use *any* Pentax KA-mount lens to its full capability with the SF7.

The new Aspheric-Micro-Matte viewfinder screen creates a bright image for easier composition.

Electronic focal-plane shutter speed range is from 1/2000th to 30 seconds. There's a

self-timer with a bright LED that lets you see it's on. You can fit an accessory flash in the hotshoe for extraordinary double-flash effects.

The SF7 loads, advances, and winds your film automatically. And sets DX-coded film speed automatically. So by holding the ergonomic and smartly



**PENTAX**  
**SF7**

