

PENTAX 17

■ PENTAX 17



■ PENTAX 17:Concept

Main Features

■ “Vertical format” & “Double number of shots” : Half Size Format

- Standard composition is “vertical”
- ”vertical” = Compatibility with smart phone screen
- 2 shots in 1 frame = Contribution to the film running cost

■ Manual winding lever : Typical film camera behavior

- Replicate manual film winding lever that was used in the past SLR camera.
- Allows you to enjoy sensual and mechanical operation

■ Brand new / warranty support : Less concern for repair

- 1-year warranty by the manufacturer
- Relief for the beginners, entry users, not like 2nd hand camera

【Origin of name】

PENTAX 17

We adopted the number “17” to represent the half format of 35mm film, 24 x **17mm**.

PENTAX traditionally uses formats in product names,
Examples include PENTAX 67, PENTAX 645, PENTAX Auto 110, etc.

The design uses the PENTAX 67 number logo, which is familiar to old fans.
By choosing a name that is simple and easy to understand, we would like to increase awareness of 17.

“Seventeen”。

■ PENTAX 17:Concept

■ Origin of name

PENTAX 17 (seventeen)



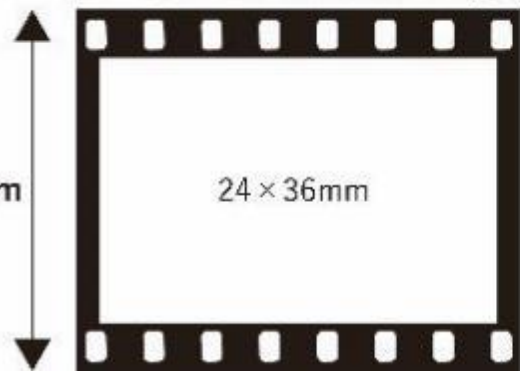
PENTAX 17

PENTAX 67

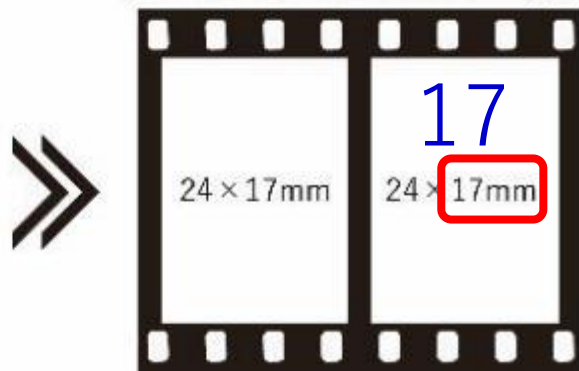


PENTAX 67

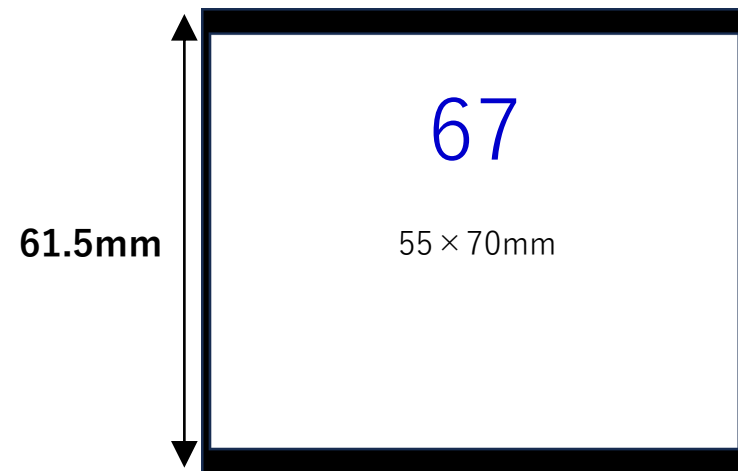
《24×36mm:Full Frame Images》



《24×17mm:Half Frame Images》



ハーフフォーマットの17mm



■ PENTAX 17:Concept

Target user

- Young generation between 18-44-year-old (Y and Z generation)
- People who use social media such as Instagram on a daily basis
=> Smartphone/camera users who are interested in film photography after learning about it on SNS
- People stepping up from toy cameras or disposable film cameras
=> Those who have experienced film cameras



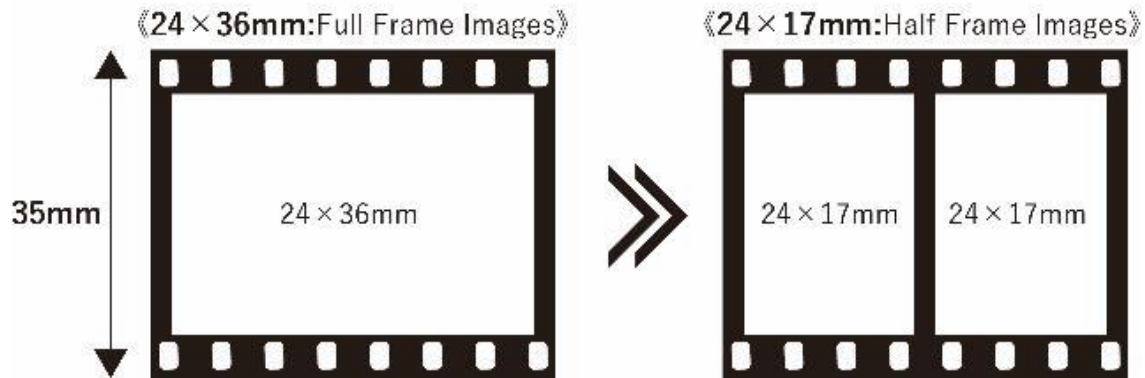
Distinguishing features of the PENTAX 17

■ PENTAX 17:Features

Half size format film camera, which is the first in PENTAX compact camera history

The vertical composition makes it highly compatible with smartphones.
It has the cost advantage of doubling the number of shots.

《35mm Film》



Smartphone



Vertical



■ PENTAX 17:Features

Equipped with a manual winding mechanism inherited from the PENTAX SLR design

- Reproducing the precise movement of manual winding of SLR
- Features a smooth feel and pleasant sound
- A mechanism that allows you to enjoy the film winding routine



Product specifications

■ PENTAX 17: Lens Technology

Lens

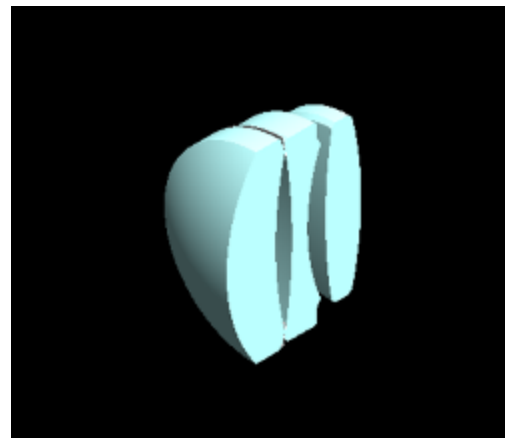
- A lens that combines elements of historic cameras from RICOH and PENTAX.

RICOH Auto-Half : Get an ideal of comfortable focal length
⇒ Set the same focal length as 25mm

PENTAX ESPIO mini : Refer to optical design for sharp and clean rendering
⇒ Triplet type lens



Left: RICOH Auto-Half
Right : PENTAX ESPIO mini



Lens construction

Focal length	25mm (37mm in 35mm format)
Max. Aperture	F3.5
Lens construction	3 elements in 3 groups
Maximum reproduction ratio	Approx 0.128x (at 0.25m distance)
Filter diameter	Φ40.5

PENTAX high quality glass lens

■ PENTAX 17: Lens Technology

Lens

Iris Diaphragm

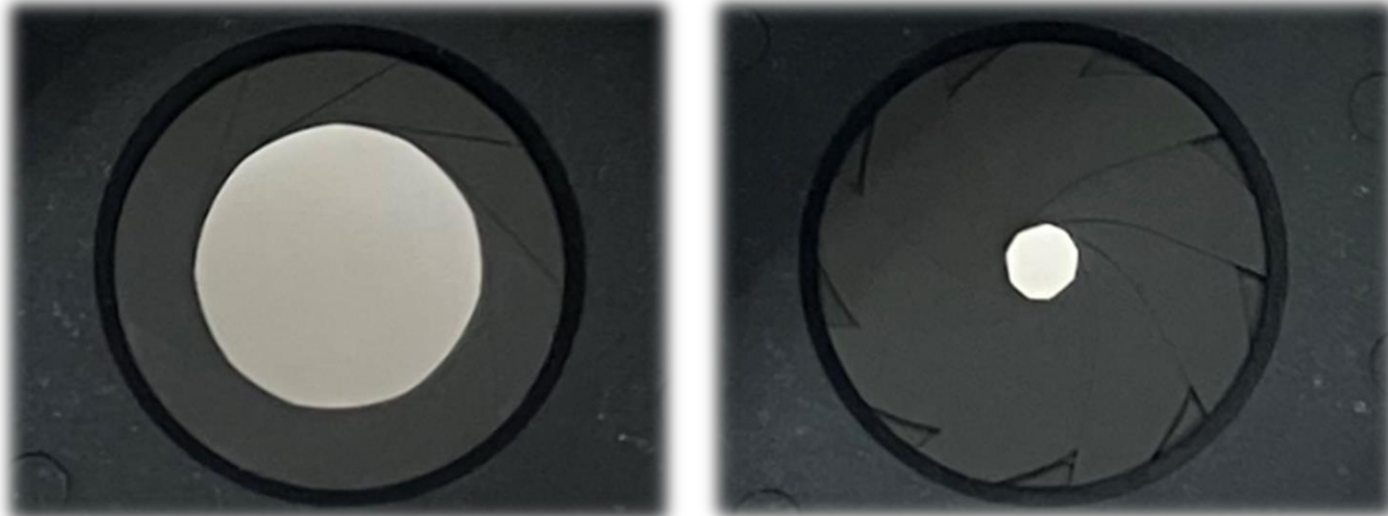
- Beautiful bokeh created by a 9-blade iris diaphragm
- Radial beams occur when using a small aperture

Iris diaphragm

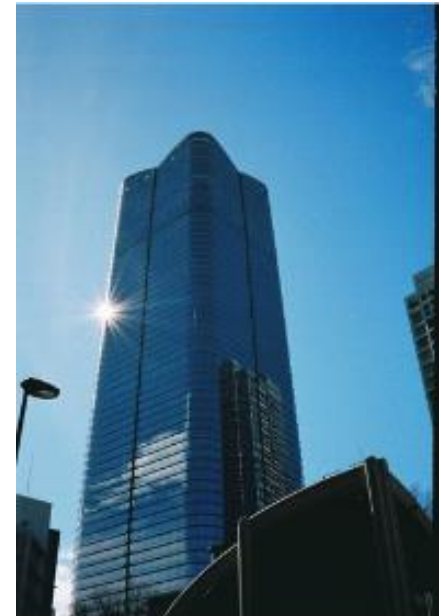
Often equipped with high-end compact cameras



Round bokeh



Actual iris diaphragm equipped with PENTAX 17



Radial beam

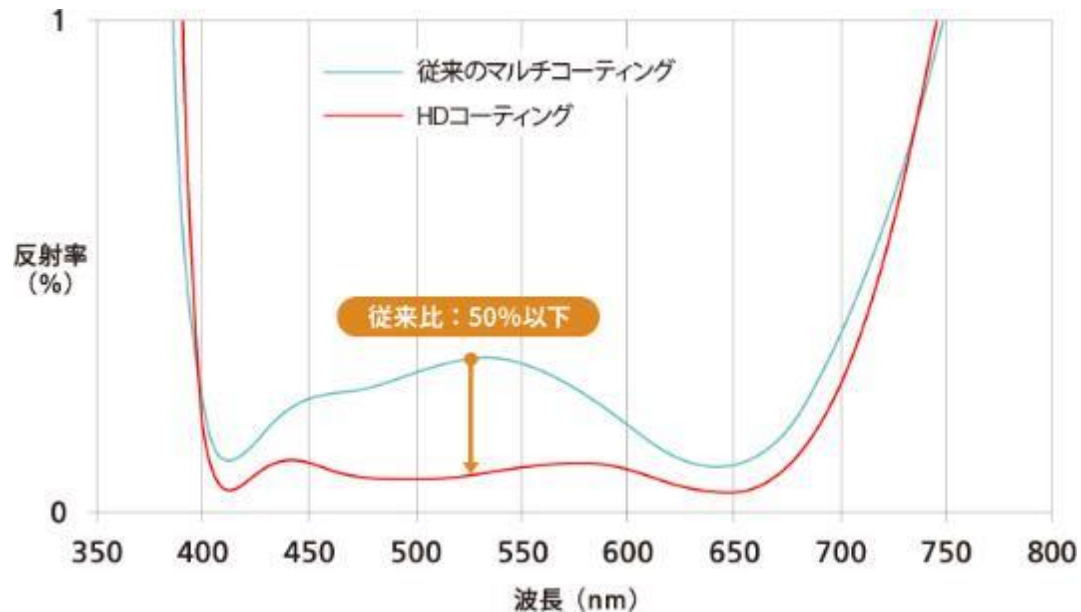
PENTAX 17: Lens Technology

Lens

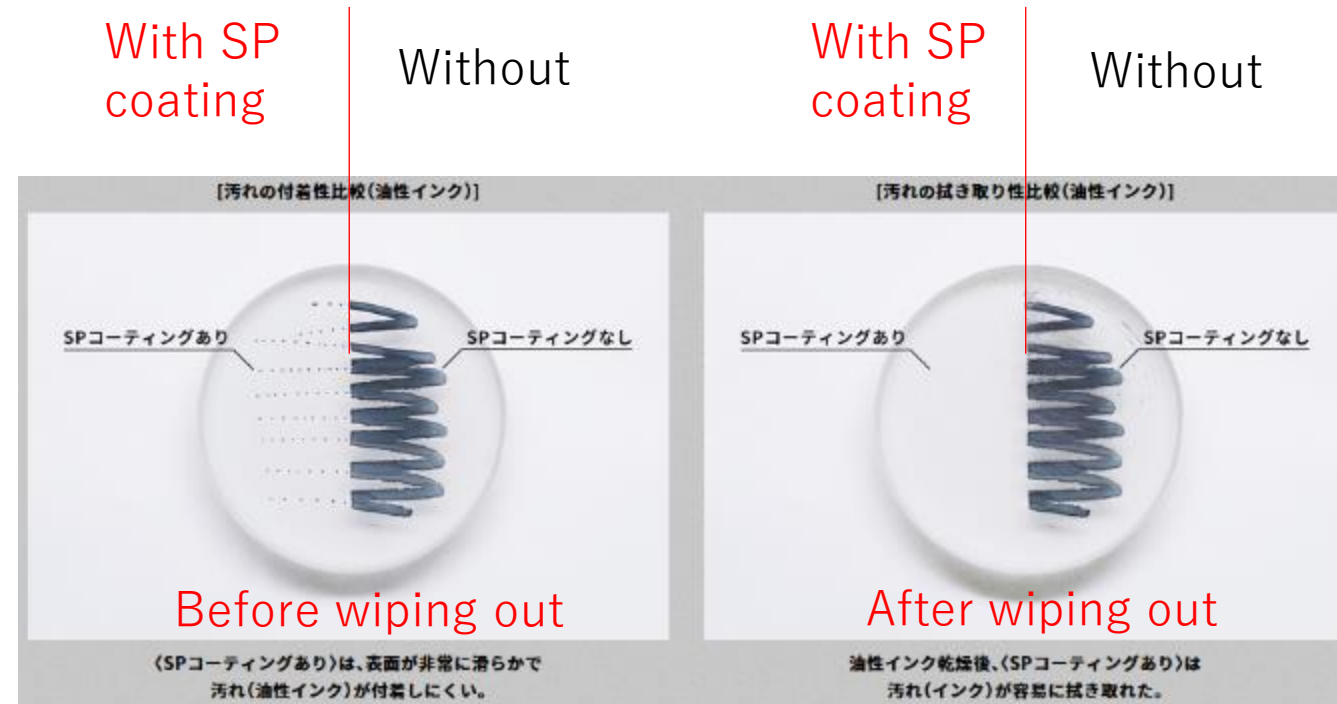
Coating



- HD coating, high performance multi-coating by PENTAX
- High contrast and high definition to the periphery
- Adopts SP (Super Protect) coating with high water and oil repellency



Effect of HD coating



Dirt does not stick easily

Dirt can be easily wiped off

Effect of SP coating

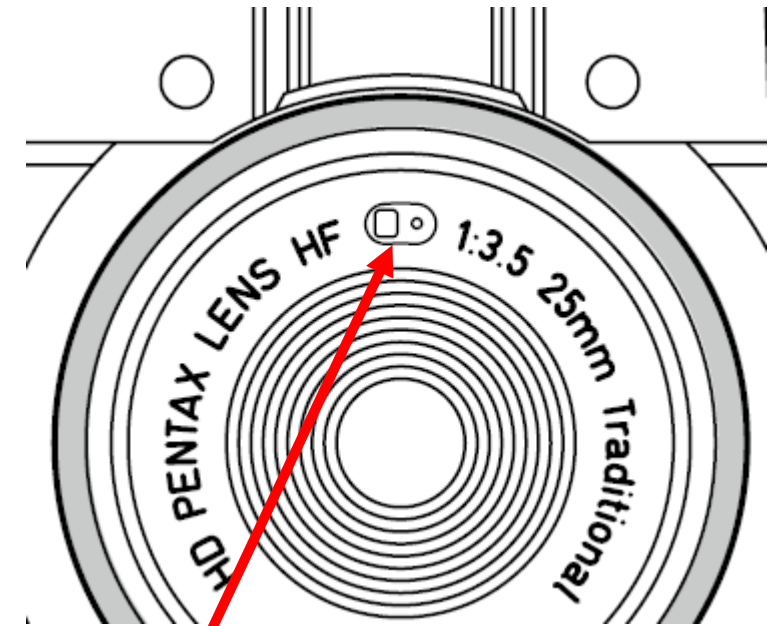
■ PENTAX 17: Exposure

Exposure

Automatic Exposure

Preventing exposure mistake

- Equipped with AE sensor
- Camera The camera determines the optimal exposure and controls the aperture and shutter speed.
- It prevents excessive exposure control mistakes.



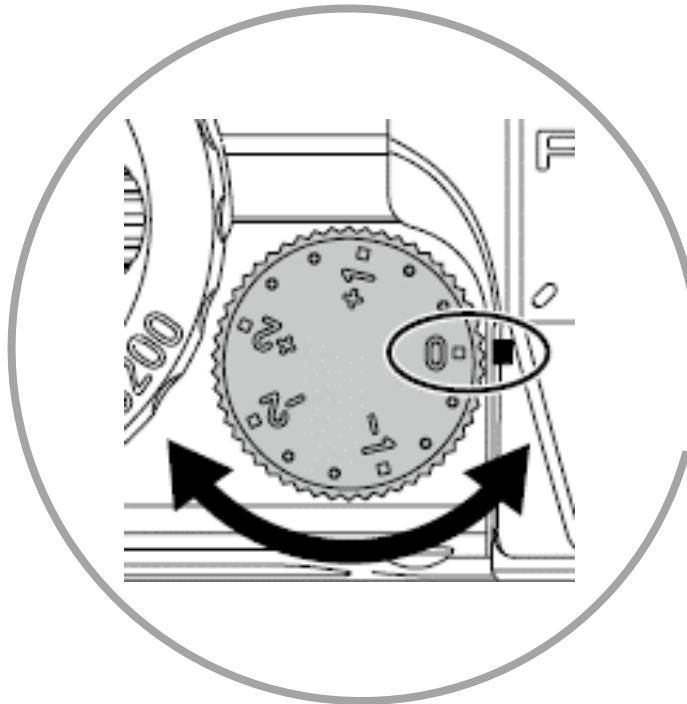
Metering window

■ PENTAX 17: Exposure

Exposure Compensation

Exposure Compensation Dial

- You can adjust the exposure compensation by operating the dial to get the brightness closer to your image.
- Exposure compensation range is $-2 \sim +2$ EV $1/3$ EV step (It won't work at Bulb mode)



■ PENTAX 17: Shooting mode





Shooting mode

Mode-Dial

Enjoy shooting

- 7 shooting mode available
- You can smoothly select the shooting mode by operating the dial.
- The colors of the icons were decided with universal design in mind.



Shooting Mode	Exposure Control	Flash	Focus
AUTO Full auto	Pan focus program	Auto flash	Fixed
P Standard	Program	Flash off	Set with the zone focusing ring
 Slow-speed shutter	Slow-speed program		
BOKEH Maximum aperture priority	Maximum aperture priority program		
B Bulb	Maximum aperture bulb		
P  Daylight sync	Program	Flash on	
  Slow-speed sync	Slow-speed program		

■ PENTAX 17: Shooting mode

Shooting mode

Mode-Dial



AUTO

Full auto

Pan focus Program AE

Focus range is fixed (1m-infinity)

Zone focus setting is deactivated

Flash emission is auto (depending on the situation)

In a bright scene, aperture is stopped down to get deeper depth of view

P

Standard

Program AE

Zone focus available

When P in yellow is chosen, Flash is always ON

In all scenes, aperture setting will be more open than Full auto, makes it possible to have shallow depth-of-field effect.



■ PENTAX 17: Shooting mode

Shooting mode

Mode-Dial



Slow-speed shutter

Program AE with priority to set slow-speed shutter

Zone focus available

When slow-speed shutter in yellow is chosen, Flash is always ON.

Useful for panning shot, shooting light trail

Shutter speed can be longest up to 4 sec.

BOKEH

Maximum aperture priority

Program AE with priority to set aperture open

Zone focus available.

No flash (to prevent over exposure)

Useful to express bokeh at foreground and background

Bokeh effect can be bigger if you get close to the object

■ PENTAX 17: Shooting mode

Shooting mode

Mode-Dial



B

Bulb

Bulb shooting with aperture open (F3.5 fixed)

Zone focus available

Flash is off

Shutter is open as long as shutter button is kept pressed.

Can be used for long time exposure

Optional Cable Switch CS-205 is compatible and “HOLD” function available on the CS-205.



CS-205

■ PENTAX 17: Cable release

External terminal

Φ2.5 Cable switch terminal



Φ2.5 cable switch terminal



■ PENTAX 17:ISO sensitivity

ISO Setting

ISO sensitivity dial

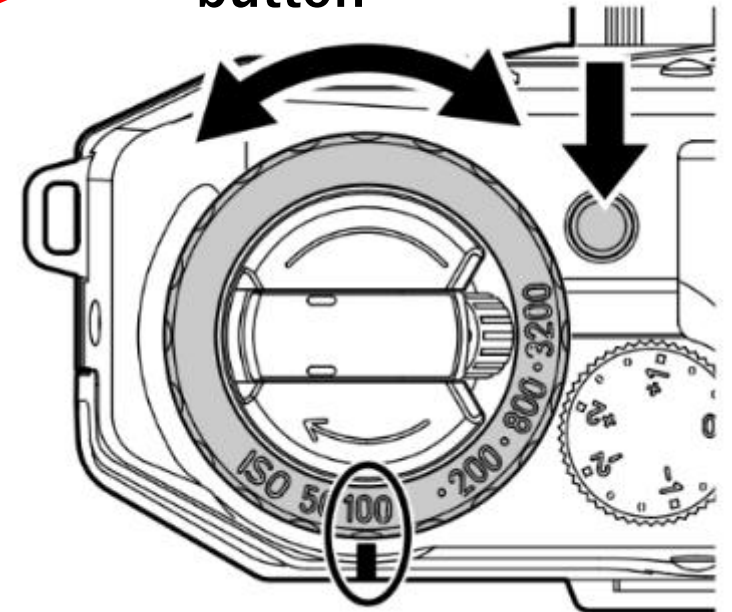
- ISO setting by dial
Available ISO 50/100/.(125)/.(160)/200/.(400)/800/.(1600)/3200
Manual ISO setting by dial
ISO dial lock button to prevent unintentional change if ISO setting



Ex) ISO100 film



ISO sensitivity dial lock release button

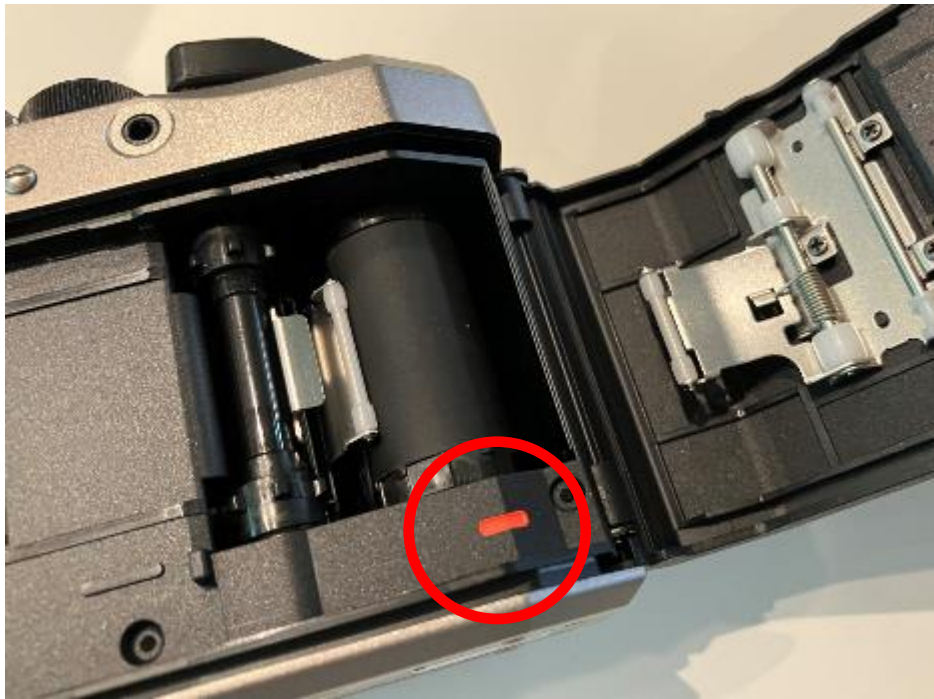


■ PENTAX 17:Film Loading

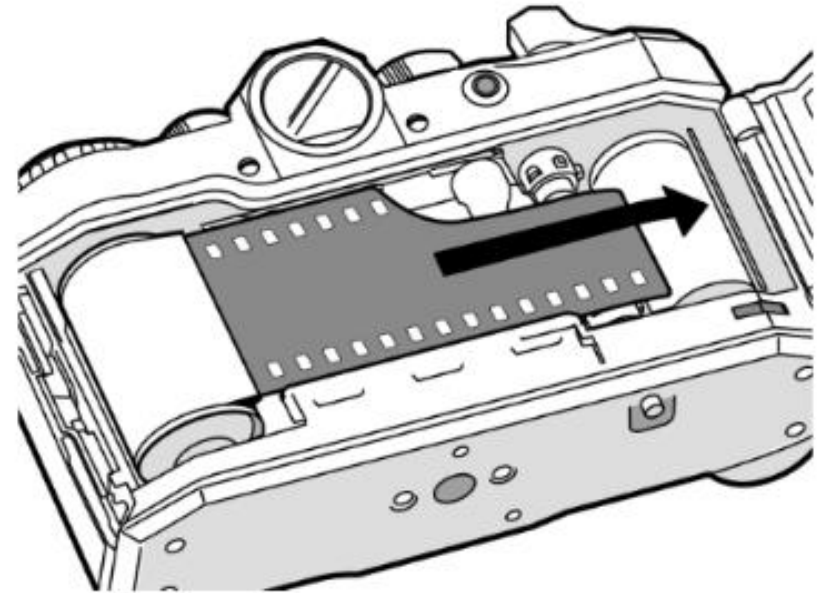
Film Loading

Easy Loading

- Easy film loading just by aligning the end of the film with the orange film tip mark
- Close the lid, wind the film, and shoot when the counter reaches 0(zero)



Film tip mark



■ PENTAX 17:Film Advance

Film Advance

Hand winding system

- Manual film winding mechanism used for past PENTAX SLR
- Pursuing the comfortable winding feeling that only film camera can offer

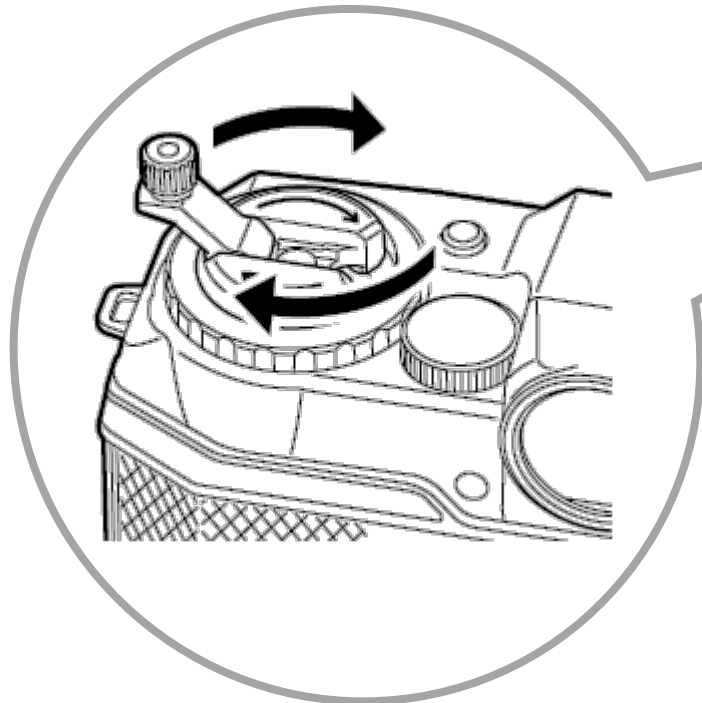


■ PENTAX 17:Film Rewind

Rewind

- Crank manual re-winding
- Gives experience that is unique to film camera

**Manual
Rewinding**
~ With a crank ~



Film is rewound back to the cartridge by winding the crank
Rewinding before finishing the film is also possible.

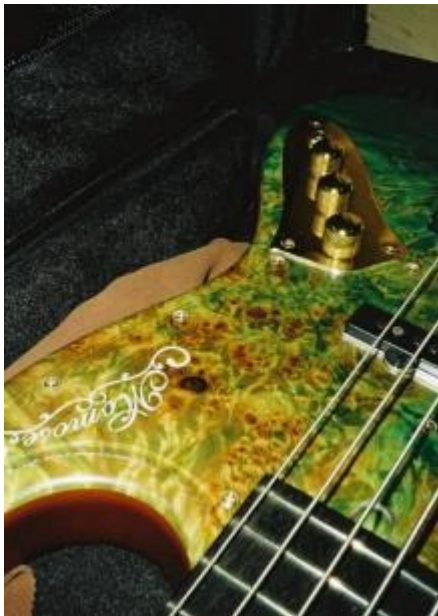
*Multiple exposure is not possible.

■ PENTAX 17:Flash

Flash

Built-in flash

- Flash is available (setting by mode dial)
- In Auto mode, flash on/off is decided by the camera automatically



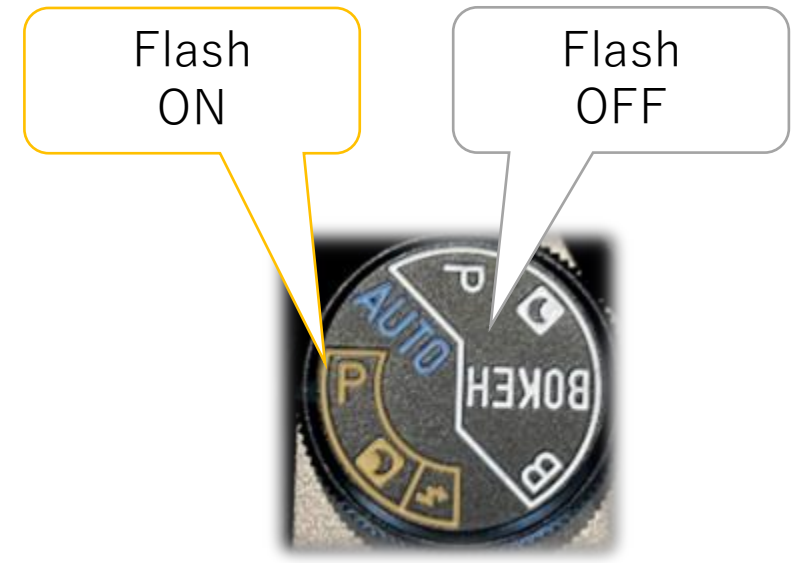
Flash ON



Flash OFF



Flash ON



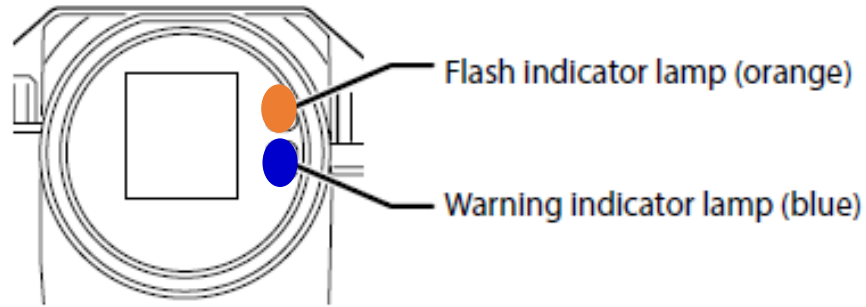
Identified by color easily

■ PENTAX 17:Indicator Lamps

Status & Warnings

Indicator Lamps

- A two-color LED lamp next to the viewfinder displays camera status and warnings.
- It makes you aware when lens cap is attached, or distance is too short.



青色LED



青色LED

Warnings at camera startup

Orange	Blue	Status
Blinking quickly*1	Blinking quickly*1	Dead battery warning (shooting impossible)
—	Blinking quickly	Lens cap warning (low light)

Warnings when the shutter release button is pressed halfway

Orange	Blue	Status
Blinking quickly*1	Blinking quickly*1	Dead battery warning or film not-completely-advanced warning (shooting impossible)
—	Blinking quickly	Exposure warning*2
—	Blinking slowly	Shooting range close-up (tabletop photo, macro) warning

Information during the shooting modes in which the flash fires

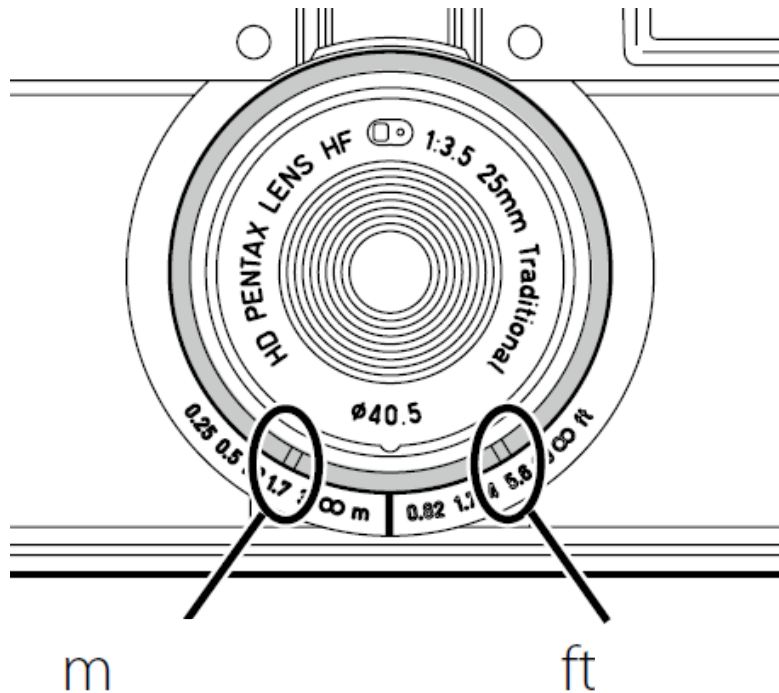
Orange	Blue	Status
Blinking slowly	—	Flash charging
Lit	—	Flash charging complete

■ PENTAX 17:Focusing

Focusing

Zone focus

- Select appropriate focus zone by the distance to the subject
- Unlike complete manual focus, instant focus selection for quick snap shooting



※Zone focus is deactivated when AUTO mode.

Zone	Focusing range in m (ft)
Far distance	5.1 m to ∞ (17 ft to ∞)
Medium distance	2.1 to 5.3 m (6.9 to 17 ft)
Close distance	1.4 to 2.2 m (4.6 to 7.2 ft)
Extremely close distance	1.0 to 1.4 m (3.3 to 4.6 ft)
Close-up (tabletop photo)	0.47 to 0.54 m (1.6 to 1.8 ft)
Close-up (macro)	0.24 to 0.26 m (0.79 to 0.85 ft)

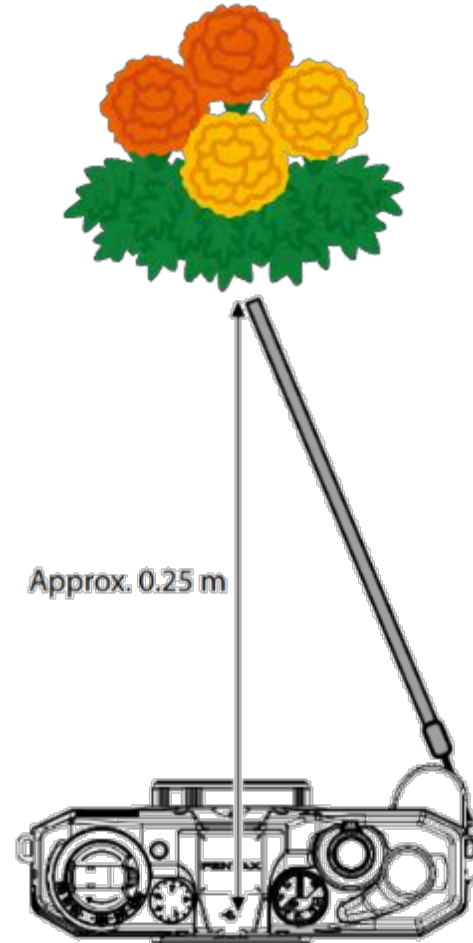
If you don't know whether the zone focus setting is right, you can refer to this indication

■ PENTAX 17:Focusing

Focusing

Zone focus

- The strap included in the package helps you to measure the minimum shooting distance for the macro.



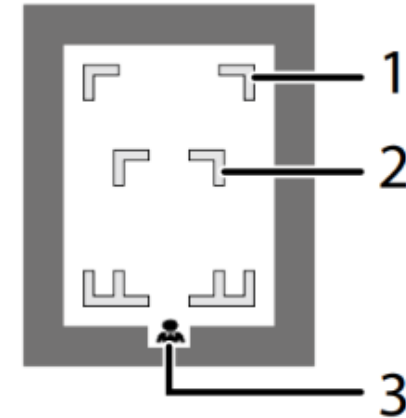
■ PENTAX 17:Finder

Finder

- Possible to see the focus zone in the finder

ViewFinder

Display



1 Filed of view frame

Set the composition so that the object is within this frame

2 Close-up shot frame

When close-up (table photo/macro) shot, set the composition within this frame

3 Zone focus icon

You can confirm the focus zone

■ PENTAX 17:Finder

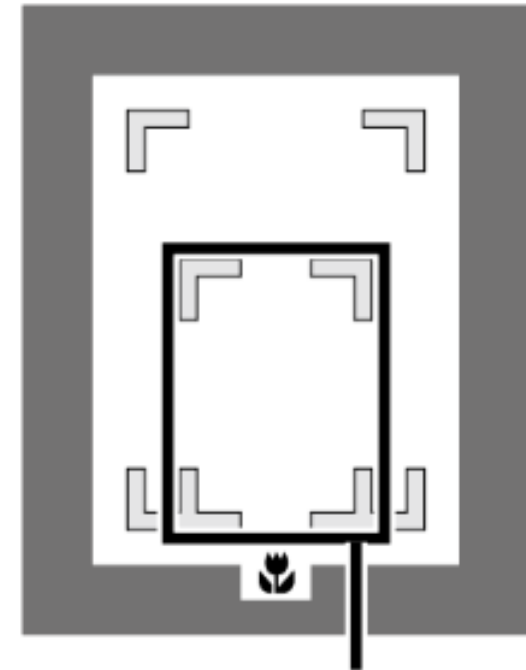
Finder

ViewFinder

Display

- When shooting close-ups (tabletop photo, macro), compose the shot so it fits inside this frame.

Close-up (Table photo / Macro)



Macro shooting range

■ PENTAX 17:Design

Design

Classic Style

- Classic style with attention to the detailed design and parts
- Magnesium cover (Top part) for sharp and sophisticated image
- Easy-holding grip shape
- Engraved text insert used for PENTAX interchangeable lenses.
- Special silver color with a solid feel

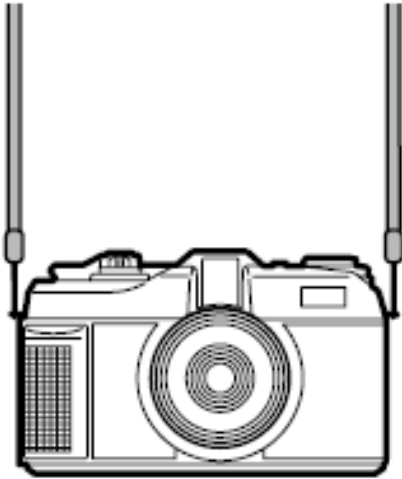


■ PENTAX 17:Design

Strap

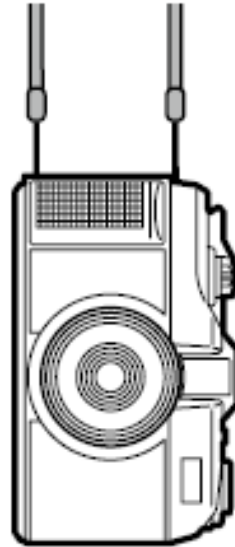
Strap loop

- Three strap loops on the camera body
- Compatible with hand strap, and also with “two-point hanging”.
- Vertical or horizontal hanging possible



Horizontally

or



Vertically



Hand strap is bundled in the package.

■ PENTAX 17:Body

Body

Body material

- Durable and lightweight magnesium alloy is equipped with the cover parts
- Lightweight engineering plastic is adopted in the chassis
- Balancing the luxurious appearance and easy-to-carry light weight



Magnesium alloy cover parts



Chassis



PENTAX K-1 Mark II



PENTAX 645Z

Magnesium alloy is used for the high end DSLRs such as PENTAX 645Z , PENTAX K-1 Mark II.

■ PENTAX 17:Note Holder

Body

Note Holder

- Memo holder on the back cover
- Useful to remember the film type in the camera

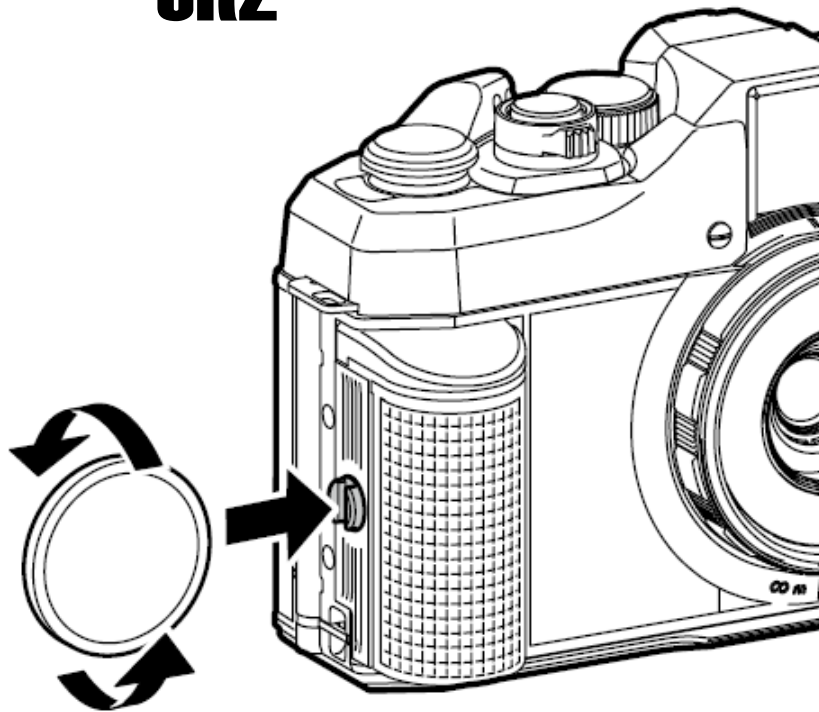


■ PENTAX 17: Power Supply

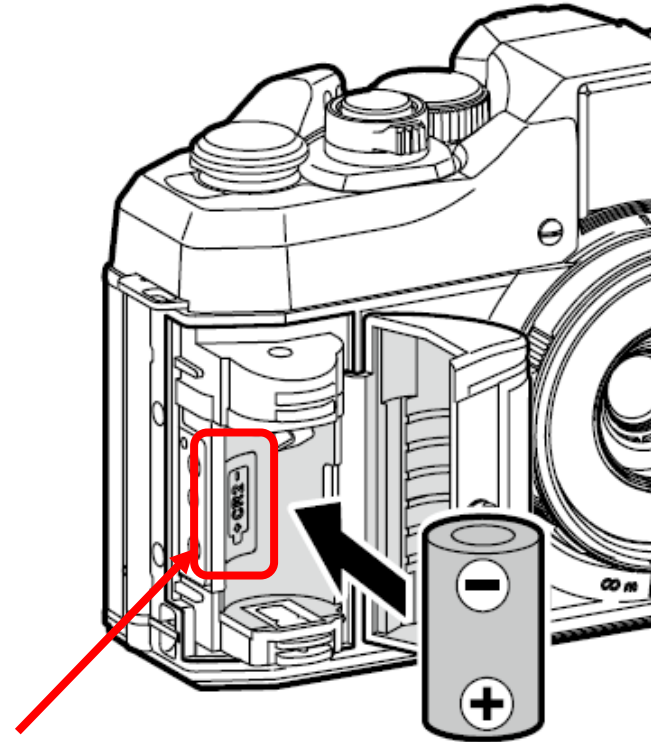
Battery

- 3V Lithium battery (CR2) × 1
- Rechargeable type battery is not usable

CR2



Take out the grip cover by turning the screw



You can refer to the +/- illustration on the camera

This battery room gives better holding

PENTAX 17: Specification

Main Specifications

Model Description

Type	Half-frame behind-the-lens shutter film camera
Frame Size	24 × 17 mm
Compatible Film	35mm film ISO 50, ISO 100, ISO 125, ISO 160, ISO 200, ISO 400, ISO 800, ISO 1600, ISO 3200
Sensitivity Setting	Manual settings to match the film
Film Loading	Easy loading
Film Advance	Manual advancing using advance lever (with 130-degree stroke and 35-degree stand-off angle)
Rewind	Manual rewinding using rewind crank, mid-roll rewinding possible

Lens

Lens	HD PENTAX lens
Focal Length	25mm (equivalent to 37mm in 35mm format)
Maximum Aperture	F3.5
Lens Configuration	3 elements in 3 groups
Angle of View	61° (diagonal)
Maximum Magnification	Approx. 0.13× (at 0.25 m)
Filter Diameter	Ø40.5 mm

Viewfinder

Type	Albada bright-frame viewfinder
Viewfinder Indication	Composition frame, Close-distance composition frame Zone focusing setting confirmation possible through the viewfinder
Viewfinder Outer Right	Blue lamp display: Warning display Orange lamp display: Flash display

Focusing

Type	Zone-focusing (manual operation)
Switchover Distance	6 zones (0.25 m, 0.5 m, 1.2 m, 1.7 m, 3 m, ∞ (0.82 ft, 1.7 ft, 4 ft, 5.6 ft, 10 ft, ∞))

Exposure Control

Metering Type	Partial metering
Metering Range	EV 2.5 to 16.5 (ISO100)
Exposure Compensation	±2 EV (1/3 EV steps)
Shooting Mode (Exposure)	Full auto (Pan focus program AE, Auto flash), Standard (Program AE, Flash off), Slow-speed shutter (Slow-speed program AE, Flash off), Maximum aperture priority (Maximum aperture priority program AE, Flash off), Bulb (Maximum aperture bulb, Flash off), Daylight sync (Program AE, Flash on), Slow-speed sync (Slow-speed program AE, Flash on)

Shutter

Type	Program AE electronic shutter
Shutter Speed	1/350 to 4 seconds, Bulb

Flash

Built-in Flash	Guide number: Approx. 6 (ISO 100, m) Covers the angle of view of a 25mm lens
Emission Type	Shooting mode interlocking system
Flash Charging Time	Approx. 9 seconds
Charging Status	Indicated with the orange lamp on the right side of the viewfinder Charging in progress: Blinking Charging completed: Lit

Power Source

Battery Type	One 3V lithium battery (CR2) Not compatible with rechargeable CR2 type batteries
Battery Life	Approx. 10 cartridges (when using 36-shot film under the condition of 50% flash use with a new battery set in the camera) * According to the result of RICOH IMAGING in-house testing

External Terminal

Cable Switch Terminal	Compatible with the cable switch CS-205 (optional) (Ø2.5 mm)
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Dimensions and Weight

Dimensions	Approx. 127.0 mm (W) × 78.0 mm (H) × 52.0 mm (D) (5.0 in. (W) × 3.1 in. (H) × 2.0 in. (D)) (excluding protruding parts)
Weight	Approx. 290 g (10.2 oz) (without film and battery)

Operating Environment

Temperature	0 to 40°C (32 to 104°F)
Humidity	85% or less (the environment must be free of condensation)

Included Accessories

Included Items	Lens cap O-LC40.5, Strap O-ST191
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Others

■ PENTAX 17:others

Filter

Φ40.5 filterscrew

- Φ40.5 filter attachable in front of the lens
- Filter, lens cap can be attached with this diameter

Φ40.5 filter screw



A filter is attached on the lens front.

■ Craftsmanship



4 slotted screws are used

Slotted screws are typically used for luxury industrial products such as watches, bags etc. It is difficult to tighten by a machine, so it can be done only by human manual work

= **Symbol of craftsmanship.**



The slotted screws directions are different each other. Should not that be the same ?

It is common that the direction of the screws are not the same in other luxury brands.



■ PENTAX 17: Message by the designer



We want to offer this camera for young users who just started film photography..

It is not just a business to make profit.

We want to preserve analogue photography culture for future generations. Let's work together to make it happen.

Thank you!