

## **PENTAX Film Camera Project shifts to the next stage in the development of a new film camera**

TOKYO, March 1, 2024 — RICOH IMAGING COMPANY, LTD. is pleased to announce that the [PENTAX Film Camera Project](#), first announced in December 2022, has shifted to the next stage in the development of a new PENTAX-brand film camera product.

While digital cameras are the mainstream of photography today, the PENTAX Film Camera Project is designed to challenge the development of a new film camera, responding to the growing popularity lately of film photography among younger photographers. The project has been in the research stage, during which time we tried to overcome a broad range of difficult and complicated issues. These included the procurement of the parts needed for film cameras; rediscovering the skills and technologies unique to film camera production; and the status of film manufacturing, stocking and distribution and the availability and infrastructure of film development facilities, both in Japan and overseas. After this stage, we decided that all requirements had been met for the actual development of a new film camera.

During the research stage, we received many valuable pieces of advice and suggestions from film camera enthusiasts around the world. We will try our best to develop a film camera that will satisfy their expectations. Development is now underway, and we expect to make an official announcement in the near future.

Overview of the new film camera currently in development:

Product name: to be announced

Launch schedule: projected for the summer of 2024

Price: to be announced

Features:

- 35mm-format compact film camera
- Designed for vertical-position shooting, using a half-size format in which two images are captured in a single frame of the film
- Hand-wound film-advance mechanism using a winding lever and a rewinding crank
- Manually set zone-focus system

*Note: the product information above is subject to change without notice.*

[Film Project Story No. 3](#), uploaded today on the [PENTAX Film Camera Project web site](#), provides more detailed product information.