



Information

PENTAX

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PENTAX and Korea's Samsung Techwin reach an agreement to jointly develop lens-interchangeable digital SLR cameras.

Seoul, Korea – PENTAX and Samsung Techwin Co., Ltd. today signed an agreement allowing both parties to combine their unique technologies to develop lens-interchangeable digital SLR cameras.

For generations transcending the history of film cameras, PENTAX has accumulated wide-ranging know-how in the development and manufacture of SLR cameras. And through the optimal application of its optical technologies and experience in interchangeable lenses, PENTAX has extended its expertise and unshakable brand power to the development, manufacture and sales of digital cameras.

Samsung Techwin also develops and manufactures high-quality digital cameras through actively taking advantage of the diverse digital technologies of Samsung Group working in the fields of digital media and semiconductor products. Achieving satisfying growth through its marketing activities centered on its domestic market of Korea, Samsung Techwin is dedicated to enhanced marketing on a global scale.

Through combining their individual strengths and working together in synergy, PENTAX and Samsung Techwin are devoted to supplying attractive digital camera products tailored to the needs of individual markets.

Overview of Samsung Techwin

Established: 1977 (as Samsung Precision Industry Co., Ltd.)

Capital: 385 billion Won as of end of Sept. 2005

President: Lee, Joong-Koo

Address: (Seoul headquarters)

15th Floor, KIPS Center

647-9, Yeoksam-Dong, Kangnam-Gu,

Seoul, Korea

(Headquarters)

28 Seongju-Dong, Changwon-City,

Kyongsangnam-Do, Korea

Line of business: Development and manufacture of cameras, aircraft engines, gas turbines, turbo equipment, optical electronics devices, semiconductors and lead frames. Helicopter shuttle services and etc.

Sales: 1,980,600 million Won (term ending Dec. 2004)

No. of employees: 4,283 as of end of June 2005

URL: <http://www.samsungTechwin.co.kr/>