

## WON'T WASTE INTERVIEW TIME ON TOPICS ALREADY DISCUSSED AND NAUSEUM WITH OTHER INTERVIEWEES

- a. Full Frame
- b. Lens Line up
- c. Flash Updates
- d. Video Updates
- e. Tethering

## ANNOUNCEMENTS OF NEW PRODUCTS

- f. Do you have any say since that is mostly run by execs in Japan? <<skip section if no>>
- g. I think the Photokina announcement series of 9 products was absolutely fantastic.
  - i. Created a buzz
  - ii. Showed Pentax wasn't playing around
- h. Better than onesy-twosies trickling in randomly
  - i. i.e. AF 360 Mark 2 flash
    - 1. would have been more powerful as a new lineup rather than 1 flash

## COMMUNICATION

- i. Need to demonstrate to us that you are not oblivious to our meager presence
  - i. This initial wave of interviews is an outstanding precedent
    - 1. Aware of "Pentax wants to hear what you think?" thread on PF?
      - a. Overwhelming success and exceptionally positive feedback towards you across the entire community
  - ii. Aware of thousands of posts entitled "DEAR PENTAX" ?
    - 1. Data gold mine
    - 2. Should have someone who's job is just to data mine from PF and act as a liaison between your office and the boots on the ground
  - iii. As is press release stating the hiring of Japanese/English Technicians
- j. Understand "OPSEC" and inability to share sensitive material
  - i. Canon/Nikon enemies
  - ii. Adam of Pentax forums:

"At our Photokina 2012 interview, Pentax told us that due to the success of the K-5 in the past, they decided to re-launch the body and address the top two customer complaints: AF performance and

outdoor screen visibility. Given the fact that the camera's weather-sealing is a big selling point, they are especially proud of the new screen, which has both a wider viewing angle and lower reflectance.

They also said that in its current incarnation, the Prime M is not designed to work with the high-sensitivity sensor in the K-5. Thus, in order to maintain the same good image quality, they decided the Prime II would be a better fit.”

**This is exactly what needs to be made as a press release and publicly shared**

Another example – someone posted that they were told from a reliable source the K-3 was postponed because of serious banding issues with the new sensor and Pentax wanted to perfect the camera as opposed to announce and release it with the problems – **this is marketing and press release gold**

- k. Whatever is communicable, then discuss it. If there's an error, learn from Nikon's current gaff of failing to address D600 dust and oil issues
  - i. Being chastised and ridiculed and is costing them lots of money from users that refuse to buy into Nikon or worse left the brand
  - ii. Canon was incredible when most recently their 650D (aka T4i) used a material in their grip that could cause an allergic reaction, despite being incredibly rare and also limited to only the first few batches of the camera
    - 1. Immediately, without hesitation, delivered press releases giving comprehensive explanations
    - 2. I personally do not like Canon
      - a. Least original
      - b. Focusing on video rather than image quality
      - c. Abhorrent attention to detail on ergonomics and fundamental camera design
      - d. STILL RESPECT THEM FOR THAT MOVE
  - e. Leads into SDM...

## **SDM AS IT PERTAINS TO PENTAX VIABILITY AND TRUST**

- l. Is a problem – SDM complaints litter and plague forums across the web
- m. Needs to be addressed
- n. Supposed to be premier lenses – many willing and capable to invest in SDM lenses (namely DA\*) but will not because of the *perception*
  - i. Perception is reality – need to control perception

- ii. In interview with PF member RossCo, you said you thought the SDM issue was overblown
  - 1. I personally agree with that assessment, however perception is reality
- o. Recently a member discovered how to disable the SDM by rewriting the lens BIOS
  - i. Seen as an **upgrade**
- p. Recommend offering free repairs for those affected.
  - i. Will cost money
  - ii. Think of it as an investment, both emotionally and financially
  - iii. Those with SDM lenses have faith restored
  - iv. Those without, have faith restored and buy SDM lenses
    - 1. Both groups most motivated to recommend to friends and family that Pentax cares about service and quality

## MARKETING INITIATIVES

- q. Pentax has low budget compared to Nikon/Canon – obvious
- r. Once saw magazine advertisement that said Pentax didn't have the money for advertising, so instead focused on being the geeky kid always wins the science fair award
  - i. Maintain that mantra, capitalize on social media
  - ii. When myspace/facebook came out, greatest professional use was by bands, clubs, etc using them for free advertising and announcement blasts
  - iii. Pentax Facebook page has done a great job, but it only affects those that follow the page
- s. Offer marketing initiatives disguised as promotions
  - 1. Finally - Pentax is a company for photographers, by photographers. Put marketing into the hands of not laboratory officials, nor suited up executives. No. Put the power of marketing into the hands of the people. My generation and all following generations are creatures of the internet and YouTube. We must capitalize on that penetrating resource. Encourage your users to create their own videos, their own pictures, of Pentax cameras in the most austere of environments. You are stationed in Antarctica? Bury your camera in snow and make a video! You are deployed to Afghanistan or Iraq? Grab a sandbag and a hose and make a video! You just went alpine mountaineering in the Alps? Make a video of your packing list and why you chose Pentax when weight and size are critical! For every 100 videos submitted, which are uploaded to YouTube (flood YT with the videos) and are posted to a website dedicated to users' testimonials - [pentaxdurability.com](http://pentaxdurability.com) / [pentaxweathersealing.com](http://pentaxweathersealing.com) / [howhardcoreisyourcamera.com](http://howhardcoreisyourcamera.com) / etc.,

which is linked to from every Pentax mainsite and forum. After every 100 submissions, which are all viewed on that page, the best video receives a Pentax K-30 (or have a different prize each time - K-5, DA\* lens, WG-2, free cleaning and servicing of winner's camera/lens lineup, DA560mm for an absolutely extreme contest with very specific parameters that must be met to ensure the quality of submissions), and that person has to make another video using that prize in an austere environment! Even with a DA 560 as the prize, the \$6999 it would cost the company is ***nothing*** compared to how much a marketing initiative costs - leverage the talents and ***enthusiasm*** of your userbase and reward them for their efforts, and the overall collective will pay for itself via better exposure, brand name awareness, and thus ultimately revenue and increased marketshare. Best video, image, project, whatever wins lens.

2. Will motivate the masses, and the flood of material to hit youtube/the web will generate more revenue and more importantly faith and enthusiasm in Pentax than the cost of one lens
3. Hold these every..
  - a. Month for cheaper lenses or accessories (battery grip?)
  - b. Quarter for DA\* lenses
  - c. 6 months for a camera or better yet.....DA 560?
- t. I started a marketing campaign that never took off
  - i. "It's good to be fearless"
  - ii. Current "Pin it to win it" is great initiative, but not enough.
- u. Whenever demo-ing cameras
  - i. Always have bottled water ready to pour all over cameras
  - ii. Better yet, fish tank with hose spraying water all over camera continuously
- v. Seek out active and outside/adventure communities
  - i. Rock climbers, hikers, backpackers, military, etc
- w. PF member "Class A" had the following suggestion

I'd market Pentax gear as the "smart choice":

1. Want to pay for image stabilisation with each lens you buy? Don't buy a Pentax then.
2. Don't want to have image stabilisation for fast primes and wide angle lenses? Don't buy a Pentax then.
3. Want to hide your gear in the bag at the first rain drops? Don't get a Pentax then.
4. Don't want to have optimal camera ergonomics? Don't get a Pentax then.
5. Want to carry large and heavy equipment? Don't buy the incredibly small and excellent Pentax Limited lenses then.
6. Don't want to have access to millions of classic lenses on the used market? Don't get a Pentax then.

7. Want to pay an arm and a leg for your equipment? Don't go for Pentax then (but Pentax needs to make this true buy abandoning their current silly MSRP policy).

## WEATHER SEALING

From PF (my words):

If I were a power player in Pentax's marketing department, I would capitalize on the weather durability - and extremely.

Recently I came across this:

“Originally posted by HockeyDad 

There seems to be a lot of people posting in this thread ["[Water resistant my ass](#)" thread] that feel that the WR feature of a Pentax camera is for emergency use only.

This, to me, as someone that spent WEEKS researching and coming to the conclusion that no one built cameras like Pentax, *is an egregious travesty.*

This shouldn't be new to anyone who has seen any of my posts as I champion Pentax's weather sealing and durability. The following is a self-quote:

I can personally assure you that the weather sealing claims are very real, and in my experience are not touted *enough*. I have emailed Pentax (to no response, unfortunately) stating that I believe they need to do more to advertise the weather sealing claims, and the most legitimate way to do this is by using the internationally recognized IP Codes (see [here](#) for a much more detailed explanation). These are industry standard, regardless of the industry involved, and are also the standards used for evaluating critical pieces of gear/equipment for military usage (as the military demands the highest levels of durability, as one would expect). Using these codes, I have personally assessed the weather sealed bodies (I own a K-5 and K-7) when combined with a WR/AW/DA\* lens to be, *at a minimum*, **IP55W**. AW and DA\* will have a higher degree of sealing against water and dust, but the difference between 4 and 5 is enough that I would categorize WR as 5 (just barely) as well. What this means is:

- **IP** - Ingress Protection Rating, sometimes also interpreted as International Protection Rating (mandatory prefix to coding)
- **5** - *Dust Protected* - Ingress of dust is not entirely prevented, but it must not enter in sufficient quantity to interfere with the satisfactory operation of the equipment; complete protection against contact
- **5** - *Water Jets* - Water projected by a nozzle (6.3mm) against enclosure from any direction shall have no harmful effects.
  - Test duration: at least 3 minutes
  - Water volume: 12.5 litres per minute
  - Pressure: 30 kPa at distance of 3m
- **W** - *Weather Conditions*

*\*Disclaimer: I have not personally had access to a "6.3mm, 12.5 L/m, 30 kPa nozzle," however I believe that a highly pressurized showerhead more than suffices for this.*

Here is a testimonial from another Pentax user (who luckily has insider access somehow...lucky bastard...)

“Originally posted by doug13:

i left mine under the cold shower for 6 straight hours, i had to test it cause it was a [k5](#) with the improved seals that they used on the [k30](#), dont ask how i got it, lets just say i also got a k30 in may. they both perform the same after 6 hours of non stop shower. I never trusted a camera nor a manufacture like i trust Pentax

The intent behind the aforementioned email to Pentax is that it is my personal opinion that Pentax should lead the industry by publishing their confidence in their equipment as rated to an internationally recognized standard. This would make Pentax the very first camera company to do so for DSLR's, and would help further the credibility of Pentax's purported claims (which still are dubious at best to many). As a 100% private user (i.e. not paid by Pentax in anyway), I stand by the above standard (IP55W), and all experiences have been through personally owned cameras.