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## **KONICA MINOLTA NOW SHIPPING THE MAXXUM 7D – WORLD’S FIRST\*<sup>1</sup> DIGITAL SLR CAMERA WITH REVOLUTIONARY BODY-INTEGRAL, ANTI-SHAKE TECHNOLOGY**

*New 6.1 megapixel interchangeable lens digital camera represents the culmination of the optical and photo-imaging expertise of two of the most respected names in photography*

**Las Vegas, NV (January 5, 2005)** – Konica Minolta Photo Imaging U.S.A., Inc. is now delivering the new Konica Minolta Maxxum 7D digital Single Lens Reflex (SLR) camera. This groundbreaking new 6.1-million-pixel resolution, interchangeable lens digital camera is the world’s first digital SLR featuring a body-integral CCD-shift, Anti-Shake (camera-shake compensation) technology that combines enhanced picture quality, performance and improved handling characteristics. This new digital SLR also features a large, easy-to-view, high-definition 2.5-inch color LCD monitor and is compatible with virtually any Maxxum AF lens.

“Drawing on the tradition of technical expertise that gave birth to the Maxxum 7000, the world’s first body-integral autofocus 35mm SLR camera, the RD-175, one of the world’s first consumer-use digital SLR’s, and the world’s first washless photofinishing system, the NPS-1 Mini Lab, the Konica Minolta Maxxum 7D draws on more than a century of optical and photo-imaging expertise of two of the most respected names in photography,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. “In addition, the new Maxxum 7D also inherits the intuitive operating ease of the award-winning Maxxum 7 35mm SLR, and maintains full compatibility with Maxxum system lenses and accessories which is pleasing loyal Maxxum photographers around the world.”

Specifically designed to match the performance requirements of the camera’s large 6-megapixel CCD, the Maxxum 7D’s unique, built-in exclusive CCD shift-type Anti-Shake technology makes this new camera the first digital SLR to feature a body-integral Anti-Shake function. This system instantly and precisely shifts the CCD to compensate for camera motion. And it’s so effective photographers can shoot at shutter speeds up to three steps slower than what they could use without it. So even in low light, photographers can keep their images clean and sharp, free of the image-degrading noise that creeps in when they boost ISO sensitivity. And because the mechanism is integrated directly into the Maxxum 7D’s camera body, it works with virtually any Maxxum AF lens produced since 1985 – a major advantage for photographers when compared to bulky and expensive lens-based optical stabilization systems and software-based “digital correction systems” that can degrade image quality.

Konica Minolta’s award-winning Anti-Shake technology provides images with reduced blur due to

camera shake, even when shooting dimly lit scenes or when using telephoto lenses and shooting macro subjects without the aid of flash or a tripod.

The Maxxum 7D offers effective Anti-Shake protection with every lens\* in the Maxxum AF line. Whether using telephoto, wide-angle, zoom, macro or standard, the system analyzes data on focal length, current aperture setting, and focusing distance so that it can optimize Anti-Shake performance to offer the highest level of protection.

*\* Except AF Macro Zoom 3x – 1x.*

In addition, the camera also features a large, easy-to-view, high-definition 2.5-inch color LCD monitor housed on its back-plate. The large screen handles the tasks of menu navigation and image display, also providing shooting information and camera setting displays.

The New Maxxum 7D also features Konica Minolta's proprietary, CxProcess™ III image processing technology that delivers high-definition, natural-looking images. High speed image processing is achieved using the all-new Advanced LSI engine designed to help provide fast data handling for improved camera responsiveness and control.

In keeping with its acclaimed Maxxum film SLR counterpart, the Maxxum 7D inherits a similar, simple-to-use dial and lever operation system. Enhancing handling further, the new model also features a superbly-bright, easy-to-view, high-performance viewfinder designed to be comfortable and easy to use.

The new digital SLR also offers a comprehensive function set, designed to meet a diverse range of photographic challenges and user needs, complemented by a broad range of Maxxum accessories that give photographers a complete system back-up.

The Maxxum 7D is currently available at a street price of \$1,599 for the camera body.

*Note \*1) As a lens-changeable digital SLR camera*

#### **About Konica Minolta Photo Imaging U.S.A., Inc.**

Konica Minolta Photo Imaging U.S.A., Inc., headquartered in Mahwah, NJ, is the North American sales and marketing subsidiary of Konica Minolta Holdings, Inc. (Tokyo, Japan). On August 5, 2003 Konica Minolta Holdings, Inc. was formed to enhance both the competitive business capabilities and earning capacities of Konica Corporation and Minolta Co., Ltd.

Consumers around the world have come to know and trust the Konica and Minolta brands for all their imaging needs. Since the earliest days of the photo industry, Minolta and Konica have applied their talents and resources to create products and services that are essential to the world of imaging. Today, these efforts concentrate on the most important aspects of imaging: the quality of the images, the tools and methods for creating images, and the creation of environments for the application of images.

This focus on the essentials of imaging ties together the company's key business and consumer product lines. Konica Minolta Photo Imaging U.S.A., Inc. is a leading manufacturer and marketer of 35mm and Advanced Photo System film, single-use cameras, digital and 35mm film cameras, accessory lenses, binoculars, photographic and color measurement meters. In addition the company offers color print photo papers, inkjet photo paper, digital minilabs, digital film scanners, optical instruments, software and advanced imaging and sensing technologies. Konica Minolta Photo Imaging U.S.A., Inc. also provides wholesale photofinishing services and Internet imaging services. It is a complete imaging company, from input through output. For more information about Konica Minolta Photo Imaging U.S.A., Inc., its products and services, visit [www.kmpi.konicaminolta.us](http://www.kmpi.konicaminolta.us).

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