

Backgrounder

New Konica Minolta Digital Single Lens Reflex (SLR) Camera: The Maxxum 7D

Konica Minolta Photo Imaging U.S.A., Inc.'s new Maxxum 7D is the world's first*¹ digital SLR to be equipped with a body-integral, CCD-shift camera-shake compensation Anti-Shake technology that supports all Maxxum AF lenses*².

Product Highlights

- Body-integral CCD-shift Anti-Shake technology reduces blur caused by camera shake and supports all Maxxum AF lenses.
- A large, easy-to-view **2.5-inch high-definition, 207,000-pixel color LCD monitor** that combines menu navigation with image and data display.
- Stunning picture quality derived from a high resolution, 6.1-million-pixel (effective) 23.5mm x 15.7mm size CCD and exclusive Konica Minolta **CxProcess™ III** image processing technology.
- Incorporates a central, cross hair type, 9-point and 8-line autofocus (AF) sensor array providing high-precision AF and high performance subject tracking of moving subjects.
- Combines simple operation in a stylish, compact package inheriting the product ideals of the Maxxum range of film SLR cameras. Upgraded, high-end shooting and versatile imaging functions designed to satisfy any photographer's needs, whether they are amateur or enthusiast.
- Excellent system back-up and accessories to cater to a broad range of shooting styles and conditions.

Features:

Anti-shake Technology and CCD Shift Mechanism

The world's first*¹ digital SLR with body-integral CCD-shift Anti-Shake technology, including compatibility with Minolta A-Mount optics and allowing all Konica Minolta interchangeable AF lenses to be used.*²

The award winning Konica Minolta Anti-Shake technology was selected as "European Photo Innovation of the Year 2004 – 2005" by EISA*³ and provides the equivalent correction effect*⁴ with a shutter speed 2 - 3 steps slower.

Konica Minolta's Anti-Shake technology makes it possible to reduce blur caused by camera shake, even when taking photos in dimly lit or twilight scenes, in natural light with a telephoto lens, as well as macro shots – without relying on a higher ISO setting or the aid of a flash or tripod. Anti-Shake responds quickly to both broad, slow-swaying motion of the camera body and the higher

frequency shaking typical of camera shake caused by the photographer's hands.

The Anti-Shake technology can be switched on or off via a dedicated switch on the camera's back and when active, an Anti-Shake indicator is displayed on the viewfinder to keep the user informed when it's active.

Easy-to-View 2.5-inch High-Definition LCD Monitor

Centrally mounted on the camera's back-plate is the large, easy-to-view 2.5-inch, high-resolution, 207,000-pixel color monitor. It quickly and clearly displays captured shots for fast image appraisal. Image histogram data can be overlaid without obscuring the displayed image and thanks to its large size, it can display up to a 16-frame thumbnail index display.

Intuitive Operation with Dial-&-Lever System

The new Konica Minolta Maxxum 7D inherits the dial and lever operation system from the highly-regarded Maxxum 7 35mm SLR camera. This similarity allows intuitive operation for Maxxum 35mm SLR users moving up to the new digital Maxxum 7D.

Menu and Navigation Display

The LCD monitor works as a Navigation Display allowing seamless operation with clear and concise camera settings displayed with comprehensive shooting information, indicated with large, easy to read text. Aiding ease of use further, the display automatically switches from horizontal to vertical format when shooting in the upright "portrait" format.

Advanced LSI Image Processing Engine

A newly developed Advanced LSI image processing engine for the Maxxum 7D enables high-speed processing of large quantities of data and designed to improve image processing at high-sensitivity settings ensuring reduced image noise while retaining high picture quality. This combination also helps ensure easy handling similar to the smooth-shooting rhythm associated with 35mm film SLR cameras.

Konica Minolta's CxProcess™ III

Consistently high picture quality is ensured by the 6.1-million-effective-pixel CCD, the unique CxProcess™ III image processing technology, and a combination of Konica Minolta's expertise in photosensitive materials and exposure control technologies. Each is integrated here in the new Maxxum 7D to ensure superb picture quality and to help make the most of any attached AF lens.

CxProcess™ III is an original, image processing technology designed to provide impressive and natural-looking images. CxProcess™ III, achieves these stunning, natural-looking images by integrating a broad range of photographic technologies gained from Konica Minolta's long years of experience in this field. It ensures clear and crisp pictures, natural skin tones and packs in detail, ideal for shooting landscapes or macro subjects.

High-Performance, High-Speed Autofocus (AF)

The new Maxxum 7D incorporates a central, cross hair type, 9-point and 8-line AF sensor array providing high-precision AF and high performance subject tracking of moving subjects within the frame. The AF system enables both Predictive Focus Control and Subject Tracking for high-speed focus adjustment of moving subjects, making it ideal for fleeting moments or sports photography.

High-Speed Continuous Advance and Image Processing with Large Capacity Image Buffer

The new Maxxum 7D allows high speed continuous shooting of up to 9 consecutive frames at up

to 3-frames per second in both RAW or RAW+JPEG modes thanks to a large image buffer. Additionally, it allows continuous shooting of up to twelve 3008x2000 JPEG images at the extra-fine image-quality setting and 15 JPEG images the same size at the fine image-quality setting. These high-speed shooting capabilities are ideal for capturing momentary expressions, sports or fleeting action shots while retaining high picture quality throughout.

RAW+JPEG Simultaneous Recording

Photographers can choose to shoot either JPEG or RAW images or both combined with the simultaneous RAW + JPEG dual-format capture mode for improved, post-shoot workflow.

Easy-to-View, High-Performance Viewfinder

A spherical acute matte focusing screen is used in the viewfinder for accurate, bright critical focusing assessment. The new model incorporates an optical glass pentaprism viewfinder with a 0.9x magnification factor and 95% field of view for easy scene assessment and composition.

Highly Durable and Reliable Magnesium-Alloy Body

The new camera is sturdy, compact and stylish featuring a magnesium alloy front body panel and base.

Comprehensive Image Adjustment and Control for Creative Picture Capture

- **Image correction:** 5-step fine control adjustment for sharpness, contrast, color saturation and hue.
- **White balance (WB) setting:** In addition to the auto mode, the new camera has six presets for WB plus a custom mode for precise white balance settings in difficult lighting conditions. This model also features numerical settings for color temperature, which gives photographers a higher degree of color temperature matching. Fine-tuning is possible over a range from 2500K to 9900K in 100K increments, providing a broader range than with the auto white balance or preset white balance alone.
- **Zone Matching:** New technology that allows the precise reproduction of tonal gradations in highlights and shadows, essential in difficult shooting conditions with predominant highlights and helps ensure noise-free low-light images. The camera's Zone Matching system permits effective control of high and low key tone capture; the former important for highlight capture in shots such as a white wedding dress, the latter for low light situations.

Maxxum System Accessories

Konica Minolta has also introduced two new zoom lenses, each designed to provide optimum image quality when used with the new Maxxum 7D digital SLR – the Konica Minolta **AF ZOOM 17 – 35 mm f/2.8 – 4 (D)** and the Konica Minolta **AF ZOOM 28 – 75 mm f/2.8 (D)**.

A broad range of existing Maxxum-system accessories is also available for use with the Maxxum 7D including D-series flash units, remote cords and an angle viewfinder. The D-series flash and D-series lenses, which include built-in focus distance calculations, when used in combination with the new Maxxum 7D, provide improved exposure accuracy. Combined with high-precision ADI flash metering, the camera provides high-precision lighting control that answers the most demanding and diverse needs.

The new dedicated **VC-7D Vertical Control Grip** for the new Maxxum 7D connects to the camera body and provides a secure grip on the camera while enhancing easy, vertical camera control and overall ease of use, particularly when shooting upright, portrait-format shots.

The VC-7D's sure-hold grip provides confident handling characteristics and features a dedicated shutter-release button, front and rear control dials, autofocus (AF)/manual focus (MF) control button, auto exposure (AE) lock button and AF area selector button, thereby delivering comfortable and reassuring handling characteristics to the camera in either horizontal or vertical shooting situations.

The VC-7D allows two lithium-ion batteries to be used simultaneously for an extra power supply. This allows photographers to take advantage of shooting many more images before worrying about recharging the batteries. Adding still more versatility, standard AA Ni-MH batteries can also be used.

Konica Minolta's new **DiIMAGE Master** is optional software to improve creative workflow for advanced users. Diversified tools for classifying and comparing images boost work efficiency of selecting the best shots. Newly developed RAW processing program enables more accurate color reproduction.

NOTES:

- *1) *As a lens-changeable digital SLR camera*
- *2) *With the camera's AF macro-zoom 1x – 3x specialty lenses and Anti-shake function turned off.*
- *3) *The European Imaging and Sound Association, publishing 50 major photography and AV magazines in 20 European countries*
- *4) *Anti-Shake picture blur correction effect amount varies with shooting conditions and lenses used*

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