

**Visit Konica Minolta in the Flash Forward  
Section of CES 2005 – Booth 42M, 44M, 46M**

## **KONICA MINOLTA ADDS TO THE AWARD-WINNING LINE OF DiMAGE A DIGITAL CAMERAS**

*The new high performance 8.0 megapixel SLR-Type DiMAGE A200 provides superb image quality and features Konica Minolta's Anti-Shake Technology, unique new Vari-Angle LCD monitor, and built-in 7x optical zoom lens*

**Las Vegas, NV (January 5, 2005)** – Konica Minolta Photo Imaging U.S.A., Inc. introduces the new **DiMAGE A200** 8.0-megapixel Single Lens Reflex (SLR)-type high-performance digital camera that is perfect for all levels of photographic experience from advanced amateur to creative beginner. Equipped with Konica Minolta's Anti-Shake technology featuring a unique CCD-shift mechanism that offsets handheld shaking, it is easy to capture sharp images with the DiMAGE A200, even in low lighting and without the use of a tripod.

In addition, the camera's rotating 1.8-inch TFT Vari-angle LCD monitor allows photographers to get a clear viewpoint for shooting artistic angles or taking flawless self-portraits. And, the Konica Minolta DiMAGE A200's simplified operation means that all photographers can benefit from its advanced specifications, thus maximizing their photography experience.

"The new DiMAGE A200 digital camera is designed to meet the needs of even the most discriminating photographers," said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. "Thanks to the built-in Anti-Shake technology and other innovations, this versatile new model allows even novice photographers to transform ordinary snapshots into professional looking photographs that they'll treasure for years."

The camera's 2/3-inch CCD with 8.0 million effective pixels and the high-performance Konica Minolta GT APO lens combine to produce incredibly faithful smooth-toned colors. With its proprietary new advanced LSI engine and CxProcess™ III image-processing technology, the DiMAGE A200 provides high-speed and stress-free image processing with low power consumption. And, its ability to suppress noise and provide exceptionally accurate color reproduction means that users get high-quality images every time.

And, thanks to Konica Minolta's proprietary Anti-Shake technology that employs a unique CCD-shift mechanism, even entry-level photographers can avoid blurry pictures. This internal stabilizing system is connected directly to a CCD sensor that quickly responds to camera shake, thus rendering sharper images in dim lighting as well as hand-held telephoto shots. Especially helpful when using the 4x digital zoom (28 to 800mm) and high-performance built-in 7x optical zoom (28 to 200mm) for landscapes, close-ups, and at sporting events, the DiMAGE A200's Anti-Shake technology is activated with the simple touch of a button. Combined with its three focusing areas – wide focus area, 11-point selectable AF area, and flex focus point – the DiMAGE A200 ensures that photographic subjects are always in perfect focus.

**-more-**

The camera's newly employed vari-angle, TFT color LCD monitor can be rotated up to 270° vertically and 180° horizontally, allowing photographers unrestricted shooting at high and low angles. The included multi-functional wireless remote control makes it easier to take self-portraits and movies whenever and wherever. And, because the LCD provides high-speed, real-time viewing at 60 frames per second, there is minimal lag time between the on-screen display of moving images and the press of the shutter release, so there's no need to worry about missing a photo opportunity.

The new DiMAGE A200 enables users to record movies in VGA mode (640 x 480 pixels at 30 frames per second) for smooth, true-color playback that rivals TV quality, and SVGA mode (800 x 600 pixels at 15 frames per second), which is ideal for viewing movies or movie stills on large PC screens. This gives users the freedom to choose the screen size and frame rate that suits their needs. Recording high-quality movies is even easier when the camera's Anti-Shake technology is enabled to minimize image blurring. The Konica Minolta DiMAGE A200 is shipping now. Street price is \$799.00.

**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).

*All brand names are trademarks and/or registered trademarks of their respective companies.*

#####

**Contact Information:**

**Steve Rosenbaum/Leigh Grimm**  
S.I.R. Marketing Communications, Inc.  
631-757-5665  
sir@sironline.com

**Eric Cinque**  
Konica Minolta Photo Imaging U.S.A., Inc.  
201-574-4148