

## **Backgrounder**

### ***New Konica Minolta X-Series Digital Camera: The DiMAGE X50***

Konica Minolta Photo Imaging U.S.A., Inc.'s DiMAGE X50 5.0 megapixel digital camera offers an array of high-end features and functions, to give photographers all they really need in a fast and easy-to-use digital camera.

#### **Product Highlights**

- Thin, stylish camera body—the camera is less than an inch thick, even with its non-protruding 2.8x optical zoom, which can be combined with 4.3x digital zoom for up to 12x zoom.
- Even faster operation with an approximate 0.5-second startup time, the fastest in its class\*. (\* As of April 2004, for 3x optical zoom digital cameras.)
- Easy operation and easy menu navigation with a large 2-inch LCD monitor.
- Konica Minolta's proprietary CxProcess™ II high-quality image processing technology and the camera's 5-megapixel CCD combine to provide superb images.
- Automatic Digital Subject Program Selection automatically chooses the best shooting mode for your images.
- Shots in focus as near as 4 inches from the subject at all focal lengths without the need to change modes. Plus, a Super Macro mode for stunning close-ups as close as 2.4 inches from the subject.
- Photos can be output directly to PictBridge-compliant printers.
- Optional Marine Case for creative underwater photography.

#### **Features**

##### **2.8x Optical Zoom in a Super-Slim Body**

Featuring Konica Minolta's proprietary non-protruding zoom lens, the DiMAGE X50 keeps its cool outward appearance even when the zoom is activated. The revolutionary design using internal folded optics technology means that the camera stays slim even while the user is taking zoom shots. The slim 0.93-inch-thick body (0.79 inches excluding the LCD monitor) houses a 2.8x optical zoom and weighs just 4.4 ounces. And, the convenient sliding cover adds a practical feature to this camera's stylish design, safeguarding the lens while the DiMAGE X50 is placed inside a pocket or purse.

##### **World's Fastest\* Startup Time**

The DiMAGE X50 boasts an amazingly fast and fluid startup – switch the camera on and the camera is ready to start taking great pictures in about 0.5 second. This and the approximately 0.06-second shutter-release time lag time ensures that photographers will never miss capturing those unexpected photographic moments. (\* As of April 2004, for 3x optical zoom cameras.)

### **UHS (Ultra High-Speed) Continuous Advance**

UHS Continuous Advance captures 1280 x 960 images at 11 frames per second regardless of the image quality setting, making it ideal for capturing subjects in motion.

### **Easy and Convenient Operation**

The DiMAGE X50 incorporates a large 2-inch LCD monitor for easy and convenient operation. With no complicated settings to be made and enough controls to make operation intuitive, the DiMAGE X50 is easy and fun to use.

The camera's Key Customization allows users to register settings for their most-frequently-used functions. A users just designates the settings most often used to the left or right side of the controller to make operation even more simple and user-friendly. The DiMAGE X50 also has an independent playback button that displays images instantly.

### **Extraordinary Image Quality**

The DiMAGE X50's 5-megapixel CCD and newly developed optical system combine to deliver sharp, high-resolution images for photo-quality prints as large as 5" x 6.5" at 300dpi, as well as enlargements up to 13.5" x 10" at 150dpi.

The CxProcess™ II image processing technology enables image characteristics like smooth gradations, natural skin tones, and brilliantly clear colors for photos that are more natural and lifelike. And the DiMAGE X50's 5 megapixels capture fine lines and intricate details for stunning digital images.

### **The Best Shooting Modes—Automatically Selected**

Automatic Digital Subject Program Selection automatically selects the most appropriate shooting mode. Or, users can choose from Portrait, Sports, Landscape, Sunset, Night portrait/Night view modes\* and text\* mode. Either way, this advanced function enables them to take fabulous photos with ease. (*\*Activated via manual selection only.*)

### **5-Point Multi Autofocus (AF)**

The wide 5-Point Multi AF enables flexible focusing that allows users to compose their pictures with more freedom and accuracy.

### **Multi-Segment Metering/Spot Metering**

Multi-Segment metering automatically measures light readings over the entire frame to provide the best exposure for each subject. And Spot metering measures light in the center of the frame, which enables users to measure the brightness of a particular spot on the subject.

### **Noise Reduction**

Noise Reduction automatically prevents the blemishes and graininess associated with slow-shutter shots (up to 4 seconds). This gives exceptional night scene images.

### **Take Extreme Close-ups**

The DiMAGE X50 requires no macro mode to take close-ups that are clearly focused as near as 4 inches from the subject. This means users can fill the frame with the incredible detail of small and beautiful subjects such as colorful flowers. And since users don't have to take the time to change the camera's shooting mode, they can take these close-ups right away. The DiMAGE X50 also features a Super Macro mode to take close-ups as close as 2.4 inches.

### **Direct Camera-to-Printer Printouts**

Forget all about complicated connections with a PC. Get fast, beautiful prints directly from the camera by connecting the DiMAGE X50 to a PictBridge\*-compliant printer. Simply select which images to print from the DiMAGE X50's LCD monitor for fast and fun printouts instantly.

*\* PictBridge is an industry standard established by the Camera & Imaging Products Association (CIPA).*

### **Versatile Functions**

#### **• XR Movie**

The XR (Extended Recording) Movie mode lets users record longer movie clips onto the SD memory card at a resolution of 320 x 240 pixels. The camera will keep on recording until the memory card is full. Movie Editing lets users isolate and capture clips from captured movie data, while Movie Frame Capture lets them isolate and capture individual frames from captured movie data.

#### **• Audio Recording**

Audio Recording allows users to record any sound for up to 180 minutes. Voice Memo lets them record sound immediately after they've taken a shot and Audio Caption enables users to record sound simultaneously during playback. (Both Voice Memo and Audio Caption record up to 15 seconds of sound.)

#### **• Slide Show/Image Rotation**

The DiMAGE X50 gives users exciting viewing capabilities. Slide Show Playback, which lets users experience still images or movies with captivating dissolve effects, can be viewed either on the DiMAGE X50's LCD screen or on a TV screen. With Image Rotation, users can change settings to rotate their vertical images from their horizontal position for easier viewing.

#### **• Multi-Frame Function**

Transform 9 consecutive images into one extraordinary print with the Multi-Frame function. Press the shutter release once to shoot a sequence of 9 shots. The images are shown as thumbnails in a single frame.

#### **• Crop Frame**

With Crop Frame, trim unwanted parts of captured still pictures and save the image as a separate file, while keeping the original image intact in its file

#### **• Image Pasting**

The DiMAGE X50 lets users create custom photos and cards by selecting part of a saved image and overlaying it in their choice of nine picture frames on any chosen photo.

#### **• Color Mode**

Color mode adds either black & white or sepia colors to photographs.