

## **Backgrounder**

# ***New Konica Minolta 8 Megapixel Digital Camera*** **The DiMAGE X1**

## **Product Highlights**

- 8-megapixel, 1/1.8-type CCD captures images in clear, ultra-high resolution
- Konica Minolta's proprietary CxProcess™ III image processing technology reproduces images as clearly and naturally as they appear to the photographer's eye
- Newly developed, compact Anti-Shake system for clear, steady shots
- New "flat" 3x Optical Zoom lens doesn't protrude even when zooming
- Large, 2.5-inch LCD monitor ensures a clear view even under bright light
- Ultra-slim, sleek, and elegant body with a luxurious finish
- Multifunction cradle offers ideal connectivity with a computer or television
- High-Resolution VGA Movie Clips Enhanced with Anti-Shake

## **Features**

### **High Resolution Compact Digital Camera**

Using a 1/1.8-type CCD, the Konica Minolta DiMAGE X1 features approximately 8,300,000 pixels, the highest resolution in a compact digital camera currently available (as of June 2005). The DiMAGE X1 enables users to take pictures with up to 3,264 x 2,448 pixels, creating crisp and detailed images for printed enlargements up to 8x10 inches in size.

The DiMAGE X1's size is also small and thin. With folded optics technology, the size of a CCD unit dictates the camera's thickness. The slim and compact size of the DiMAGE X1's CCD allows for a body 0.8 inches in width, the first time for an DiMAGE X series model to achieve a profile less than 0.9 inches in size.

### **Konica Minolta's Proprietary CxProcess™ III Image Processing Technology**

To achieve optimum compatibility with its new optics, 8-megapixel resolution, and 1/1.8-type CCD, the DiMAGE X1 uses Konica Minolta's top image processing technology – CxProcess™ III. With this combination, the DiMAGE X1 is able reproduce images as clearly and naturally as they appear to a photographer's eye. Users can enjoy true colors and tones in their printed pictures even without image manipulation on a computer.

### **A Completely New Type of Anti-Shake System**

For the first time ever in the Konica Minolta DiMAGE X series, the DiMAGE X1 offers an Anti-Shake system, which makes it even easier to take clear, steady shots of scenes that are normally difficult to shoot by hand. Offering unrivalled stability, the Anti-Shake system can compensate up to 3 EV exposure stops slower, making it ideal for taking handheld, wide-angle shots in low light conditions indoors, or after sunset with shutter speeds at 1/6 of a second at wide-angle setting.

Unlike the Konica Minolta DiMAGE A and DiMAGE Z series cameras which use Konica Minolta's CCD-shift Anti-Shake technology, the DiMAGE X1 features a newly developed proprietary Anti-Shake system that counters shaking by tilting the entire optical unit combined

with the CCD. It is designed to ideally complement the DiMAGE X1's folded optics technology to preserve the compact, thin body construction that the DiMAGE series is known for.

#### Newly Designed "Non-Protruding" 3x Optical Zoom Lens

To accommodate the high 8-megapixel resolution of the DiMAGE X1's 1/1.8-type CCD while still keeping the body as slim as possible, the DiMAGE X1 introduces a newly designed, non-protruding 3x optical zoom lens. This new lens system achieves a focal length of 7.7 to 23.1mm (equivalent to 37 to 111mm in 35mm format) and an aperture range from f/3.5 to f/3.8.

The DiMAGE X1 is also equipped with a Super Macro mode. Using this function with the zoom lens at the wide-angle setting, users can bring the lens within 2 inches of their subject and capture vivid, super close-ups that fill the entire frame. Auto Macro shooting (the shortest 'normal' focus distance is 3.9 inches at wide-angle and 1.3 feet at telephoto), a conventional function of all the DiMAGE X series cameras, makes it easy to quickly catch close-up shots without switching functions.

#### Large, Bright 2.5-inch Rear LCD Monitor

The DiMAGE X1 is equipped with a large, 2.5-inch LCD monitor that gives users a bright, clear view for framing shots and reading the menu screen. Using the Bright LCD backlight function allows photographers to set the screen 1.5 times brighter, so they can easily see the monitor in bright outdoor locations. Just like in the DiMAGE X50 and DiMAGE X60 digital cameras, the surface of the DiMAGE X1's LCD monitor is protected with an easy-to-maintain acrylic panel that can be easily wiped clean of dirt.

#### Rounded, Ultra-Slim Polished Body

Without a protruding zoom lens, the super-slim, flat body of the DiMAGE X1 measures just 3.7 x 2.7 x .8 inches (W x H x D), the first time the DiMAGE X series models have achieved a body profile less than 0.9 inches in size.

Another key feature of the DiMAGE X1 is its sophisticated body design. Designers poured their artistic effort into successfully reflecting several key design concepts: 1) a new "advanced" lifestyle that inspires users to think of the camera as more than a photo-taking tool, 2) a body design that is as irresistible to hold and touch as it is to behold, 3) a minimalist approach to controls that complements the clear and elegant appearance, 4) an extravagant approach to incorporating advanced technology, and 5) a sense of modern luxury, expressed definitively through the camera's refined metallic finish. The elegantly rounded edges of the DiMAGE X1 fit neatly and comfortably in the palm of a user's hand.

#### Multifunction Cradle Offers Ideal Connectivity with a Computer or TV

The DiMAGE X1 is the first-ever Konica Minolta digital camera to come with its own convenient multifunction cradle. The cradle eliminates cumbersome cable arrangements and provides quick and easy connectivity for uploading and viewing images directly on a Computer or TV. The DiMAGE X1 multifunction cradle can also operate as a battery charger, which can either charge the battery by itself or the battery when it's inside the camera. The cradle can even position the LCD monitor forward so you can use it as an image viewer.

#### High-Resolution VGA Movie Clips Enhanced with Anti-Shake

For the first time ever in the DiMAGE X series, the DiMAGE X1 offers recording of smooth, high-resolution VGA (640x480 dots) movie clips with sound. Anti-Shake technology and auto focus combine to ensure amazingly clear images. While recording, users can even get even closer to the action using the 3x optical zoom without losing image quality. The DiMAGE X1 records

movies in JPEG (MOV) format and is compatible with QuickTime™ for playing images back on a computer.

### **Other Outstanding Features**

#### **Digital Subject Program Selection**

The DiIMAGE X1 makes taking clear, high-quality images effortless with a Digital Subject Program Selection that offers pre-programmed settings for seven common photo scenes: Portrait, Landscape, Sunset, Super Macro, Night Portrait, Night View, and Text. Users simply choose the mode best suited to their shooting conditions, and the DiIMAGE X1 is ready in an instant with the optimum settings to turn that special moment into a beautiful memory.

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

UHS Continuous Advance captures 640x480-pixel images at up to 10 frames per second at any image quality setting, making it ideal for capturing action shots such as a tennis or golf swing.

In addition, the UHS Progressive Capture mode saves images from the last 1.5 seconds before releasing the shutter button (up to 15 images at 640x480). This means users won't miss photo opportunities during fast moving sporting events.

#### **Easy-to-Use Bundled Software**

- **DiIMAGE Master Lite**

This Konica Minolta software for viewing and editing images allows users to carry out detailed image editing, confirm image information (Exif) recorded when shooting, and carry out color matching.

- **Kodak EasyShare**

This image management software has an intuitive interface ideal for beginners. It allows users to make beautiful prints easily. In addition, users can quickly and easily share their favorite images with friends and family, make photo CDs, and attach photos to email.

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