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KONICA MINOLTA INTRODUCES THE SPEEDY NEW DiMAGE Z20 DIGITAL CAMERA

Featuring Fastest-in-Class[1] Startup, 8x Optical "Mega Zoom" lens, 5.0-Megapixel CCD, and Energy Efficient Design*[2]*

Mahwah, NJ (January 21, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. introduces the new DiMAGE Z20 5.0-megapixel digital camera. Featuring a built-in 8x optical zoom lens, the DiMAGE Z20 is perfect for taking high quality close-up portraits as well as distant scenic landscapes. And with the camera's Rapid AF with Predictive Focus Control and a 0.5-second (approx.) fastest-in-class startup*[1], photographers will be sure to captures those unexpected photographic opportunities.

"In creating the new DiMAGE Z20 digital camera, Konica Minolta engineers have succeeded in producing the ideal solution for both first-time digital photographers and those consumers upgrading from earlier generations of digital cameras," said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. "Nearly all consumers share a common expectation of unparalleled ease-of-use and images of the highest quality. Thanks to the DiMAGE Z20's powerful built-in optical zoom lens plus its large 1.5-inch LCD screen, composing and taking terrific digital pictures has never been easier or more effective."

The Konica Minolta DiMAGE Z20's 8x optical Mega Zoom lens and 4x digital zoom combine for a total 32x zoom, allowing users to capture everything from sporting events to panoramic scenery. The optical lens system consists of 11 elements in nine groups and includes two aspheric lenses, a construction that adds up to sharp, high-quality images. The new DiMAGE Z20 combines a 5.0-megapixel primary-color CCD with proprietary CxProcess™ III image processing technology for pictures that are exactly the way the photographer sees them.

The Konica Minolta DiMAGE Z20's Rapid AF combines a passive AF sensor with the video AF system, giving a fast focusing time of approximately 0.3 second *[3] in both the wide-angle and telephoto positions. The Rapid AF also has Predictive Focus Control, which predicts where a moving subject is heading and focuses accordingly. To round out the list of quick-response features, the DiMAGE Z20 has the fastest startup in its class*[1] (approximately 0.5 seconds), a short shutter-release time lag, and continuous shooting.

Not only is the DiMAGE Z20 a sprinter with its fast startup – it's also a marathon champ with power efficiency that allows users to take up to approximately 450 frames with the four included AA alkaline batteries. This is more shots than any other digital camera in its class*[2].

The DiMAGE Z20 has a Macro mode that allows photographers to bring the lens as close as 0.4 inches from the subject. Capture the smallest subjects—flowers, insects, or jewelry—with the

greatest detail.

In addition to all its still shooting features, the DiMAGE Z20 can also take high-quality movie clips in VGA (640x480) size.

Despite its large 8x optical zoom lens, the DiMAGE Z20 weighs just approximately 10.6 ounces. Its ergonomic form gives users a steady grip while its intuitive control button layout makes it easy even amateur photographers to enjoying all the benefits of digital photography.

**1 Approximately 0.5 second, from when main switch is turned on until LCD monitor comes on. As of November 20, 2004, for 5.0-megapixel-class digital cameras with built-in lens system and 8x or greater zoom.*
**2 As of November 20, 2004, for 5.0-megapixel-class digital cameras with built-in flash running on AA alkaline batteries.*
Up to approximately 450 frames with the four included AA alkaline batteries and SD memory card. Based on Konica Minolta's standard test method and compliant with the CIPA standard.
**3 Approximately 0.3 second, based on Konica Minolta's Standard test method.*

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**.

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