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## **KONICA MINOLTA INTRODUCES THE NEW DiMAGE Z5 DIGITAL CAMERA**

*Compact, high-performance 5.0-megapixel CCD digital camera features CCD-Shift Anti-Shake System, 12x optical "Mega Zoom" lens, fastest-in-class\*<sup>1</sup> Rapid AF, and large, easy-to-view 2.0-inch LCD*

**Mahwah, NJ (January 21, 2005)** – Konica Minolta Photo Imaging U.S.A., Inc. introduces the new compact DiMAGE Z5 – a superb all-round digital camera that offers a built-in 12x optical Mega Zoom lens, Konica Minolta's proprietary Anti-Shake System, 5.0-megapixel CCD, fast overall response including Rapid autofocus (AF), and a large 2.0-inch LCD screen for easy viewing. All of these features combine to ensure that photographers won't miss a photo opportunity and that the subjects of their photos are big, beautiful, and shake-free.

"The new DiMAGE Z5 is the ideal companion for travel photography as well as everyday picture taking," said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. "Sophisticated photographers will appreciate everything this high quality versatile digital camera has to offer. Plus, thanks to the camera's built-in 12x optical zoom lens and Konica Minolta's innovative Anti-Shake technology, even novice photographers can easily capture clear, sharp detailed views of the world around them."

The new DiMAGE Z5's 12x optical zoom lens and 4x digital zoom combine for a total 48x zoom. Konica Minolta's proprietary CCD-shift Anti-Shake System—the same one used on the top-of-the-line Maxxum 7D and DiMAGE A200 models—is particularly effective at such high zoom ranges. It allows photographers to shoot with shutter speeds four to eight times longer (2-3 stops\*<sup>2</sup>) than when shooting without an Anti-Shake function. It also provides steady, shake-free images taken during the evening or other dimly lit shots which are susceptible to blur because of their slow shutter speed. This means significantly less blur even without a flash or tripod.

To ensure that photographers don't miss their shot, the Konica Minolta DiMAGE Z5 has a Rapid AF that's the fastest\*<sup>1</sup> autofocus for digital cameras with predictive focus control. Focusing in a mere 0.2 second (approximately) at wide angle and only 0.3 second (approximately) at telephoto, it's ideal for capturing any subject, moving or still.

The Konica Minolta DiMAGE Z5 has everything you need to take high-quality pictures: 5.0-megapixel CCD, high-performance GT APO lens, and Konica Minolta's proprietary CxProcess™ III image processing technology, which gives photographers images as beautiful as those they see with their own eyes.

The DiMAGE Z5 boasts a large, easy-to-view 2.0-inch LCD monitor. This makes navigating

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menus easier and allows users to see exactly what they're photographing.

In addition to Rapid AF, the DiMAGE Z5 features a fast startup, short shutter release time lag, Ultra-High-Speed Continuous Advance, Progressive Capture, and Real Motion monitor for smooth display on the LCD. These features combine to let users capture any subject, no matter how fleeting, on the spur of the moment, and not miss a photo opportunity.

In addition to beautiful stills, the DiMAGE Z5 takes high-quality, high-resolution VGA movies that look as good as TV images. These movies are also shake-free thanks to the Anti-shake function.

*\*1 As of November 20, 2004, for 5.0-megapixel-class digital cameras with built-in lens system and 10x or greater zoom. Based on Konica Minolta's standard test method.*

*\*2 Depends on the shooting conditions.*

### **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).

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