

## **KONICA MINOLTA DIGITAL CAMERAS WIN 2005 DIMA DIGITAL CAMERA SHOOT-OUT AWARDS**

**Mahwah, NJ (March 1, 2005)** – Konica Minolta Photo Imaging U.S.A., Inc. announces that the **Maxxum 7D** and **DiIMAGE A200** digital cameras won 2005 DIMA Digital Camera Shoot-Out awards as announced during the PMA 2005 Convention and Trade Show in Orlando, Florida. The Konica Minolta Maxxum 7D won the Prosumer/Professional Digital SLR category and the Konica Minolta DiIMAGE A200 won the Prosumer/Professional \$600 to \$999 category.

Ten digital cameras were named winners in their category out of 35 digital camera entries from 13 manufacturers. The 9<sup>th</sup> annual Digital Camera Shoot-Out took place on Saturday, February 19, 2005 at the DIMA Annual Conference in Orlando, FL, which preceded the annual PMA 2005 Convention.

“We’re honored that these two digital cameras which feature Konica Minolta’s Anti-Shake technology have been recognized in such a highly competitive market not just for their technology but for their ability to produce excellent quality photographs,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc.

All participating camera manufacturers were required to capture images in four live-model studios. A panel of expert judges voted on the entries, based on overall quality of the digital print made by each camera and the accuracy of color as compared to samples of fabric worn by studio models. The panel of judges included some of the most well-respected names in the industry including Eddie Tapp, Daniel Grotta and Sally Wiener Grotta.

### **About the Maxxum 7D**

The award-winning 6.1-million-pixel resolution Konica Minolta Maxxum 7D digital Single Lens Reflex (SLR) camera is the world’s first digital SLR featuring a body-integral CCD-shift, Anti-Shake (camera-shake compensation) technology that combines enhanced picture quality, performance and improved handling characteristics. This new digital SLR also features a large, easy-to-view, high-definition 2.5-inch color LCD monitor.

Specifically designed to match the performance requirements of the camera’s large 6-megapixel CCD, the Maxxum 7D’s unique, built-in exclusive CCD shift-type Anti-Shake technology makes this new camera the first digital SLR to feature a body-integral Anti-Shake function. This system instantly and precisely shifts the CCD to compensate for camera motion. And it’s so effective photographers can shoot at shutter speeds up to three steps slower than what they could use without it. So even in low light, photographers can keep their images clean and sharp, free of the image-degrading noise that creeps in when they boost ISO sensitivity. And because the mechanism is integrated directly into the Maxxum 7D’s camera body, it works with virtually any Maxxum AF lens produced since 1985 – a major advantage for photographers when compared to bulky and expensive lens-based optical stabilization systems and software-based “digital correction systems” that can degrade image quality.

### **About the DiMAGE A200**

Konica Minolta's new DiMAGE A200 8.0-megapixel Single Lens Reflex (SLR)-type high-performance digital camera is perfect for all levels of photographic experience from advanced amateur to creative beginner. Equipped with Konica Minolta's proprietary 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.

### **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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