



KONICA MINOLTA

KONICA MINOLTA ANNOUNCES RETAIL AVAILABILITY OF DiMAGE MESSENGER 2.0 SOFTWARE

Boxed CD-ROM version now shipping to retailers nationwide

Mahwah, NJ (November 7, 2003) – Konica Minolta Photo Imaging U.S.A., Inc. announces the retail availability of a boxed CD-ROM version of **Minolta DiMAGE Messenger 2.0** digital imaging software. This enhanced digital imaging software product, which was announced in August, allows users to automatically link written text, additional images or an audio track to specific portions of digital images, share the combination with others via e-mail or printed copy, and invite related comments to be added from the receiver – all in just a few, simple steps. In addition, a new search feature allows specific comments to be located quickly. Searches can be made by word, date of entry, or user name.

“Consumers can enjoy a free trial version of Konica Minolta’s DiMAGE Messenger 2.0 by downloading the software from our Web site, and if they like it, they can now purchase the full version from their local retailer,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta’s Camera Division. “This new software is ideal for business users that benefit from clear communications based on digital media as well as consumers interested in conveniently sharing their favorite images, whether or not they also choose to add audio files or text comments.”

DiMAGE Messenger 2.0 allows users to attach questions, comments, or explanations to a specific image thus providing clear communication between DiMAGE Messenger users. Supplementary images, audio comments, or up to 256 characters of text can be added to an image. All comments are in reference to a main image. A single image can be used as the main image or two images can be combined and placed side by side. These comments can be linked to a specific area within the main image with a color frame. Four frame options are available: square, rounded corner, oval, and free hand. The free-hand frame allows specific areas to be traced. The font and font color can be changed for text comments.

These annotated images can be sent to others via e-mail from within the application by selecting the “mail” button from the command program’s menu. And, image files can be automatically resized to improve e-mail transmission speed. A DiMAGE Messenger reader can be attached to the e-mail automatically, if desired. The reader will allow the user to open and read images and comments, but it does not allow additional comments to be added or edited. A trial version of DiMAGE Messenger 2.0 can be downloaded at www.minoltausa.com/MessengerDemo.

Messenger files can also be exported into various file formats to facilitate the distribution of information. Files can be saved in either HTML or .emf formats allowing them to be used in Microsoft Office (Word, Excel) and web applications.

Finding and opening files could not be easier. A folder tree in the application window shows all the folders in the computer system. When a folder is opened, thumbnails of all the compatible image files are displayed in the main window. Simply click on the thumbnail to open the image in the annotation window. Folders and files are displayed in the annotation window to make adding image or audio files to the comment list quick and efficient. A preview of an image file is displayed before it is added to the list. Audio files can also be played back before they are added to the list.

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**Konica Minolta Announces CD-ROM Version -2-
of DiMAGE Messenger 2.0**

DiMAGE Messenger 2.0 software is an ideal communication tool. The application is ideal for all persons who need to communicate by looking at and working with images and exchanging written words about the elemental contents of those images – and is especially useful when significant distances separate two or more people. Examples of highly suitable applications include real estate and insurance appraisals, documentation for technical devices, and education and training.

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.konicaminolta.net.

All brand names are trademarks and/or registered trademarks of their respective companies. Specifications and system requirements are subject to change without notice.

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