



KONICA MINOLTA

KONICA MINOLTA ANNOUNCES PICTBRIDGE SUPPORT

DiMAGE Z1 and DiMAGE E323 digital cameras incorporate new industry standard for direct printing

Mahwah, NJ (October 16, 2003) – Konica Minolta Photo Imaging U.S.A., Inc. announces today official PictBridge support for two of the company's newest digital cameras – the 3.2 megapixel DiMAGE Z1 and 3.2 megapixel DiMAGE E323.

PictBridge, a new industry standard for the direct printing of images, allows a user to print directly from a PictBridge compatible digital camera connected via a cable to a PictBridge compatible printer without the use of a PC.

“PictBridge support provides consumers with more options for sharing their digital photos than ever before,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta's Camera Division. “We're delighted that users of our new DiMAGE Z1 and DiMAGE E323 cameras will now benefit by being able to easily share prints of their digital images without using a computer.”

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.

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For more information about Konica Minolta Photo Imaging U.S.A., Inc., its products and services, visit www.konicaminolta.net.

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