



KONICA MINOLTA INTRODUCES THE NEW DiMAGE G600 DIGITAL CAMERA

Extremely compact and powerful 6-megapixel camera is quick and easy to use

Mahwah, NJ (March 18, 2004) – Konica Minolta introduces the new DiMAGE G600 – a fast and easy to use 6 megapixel digital camera designed to enable photographers to produce high-quality images to last a lifetime. This new addition to the DiMAGE camera line features Rapid Response with a 1.3-second start-up time, an ergonomic and easy-to-use design and this new digital camera is packed with features that appeal to both beginners and advanced amateurs alike.

“The new compact and fully-featured DiMAGE G600 is a value-packed, high performance digital camera at an affordable price,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta’s Camera Division. “This new compact camera is ideal for every day snapshots as well as a second camera for serious amateur or professional photographers.”

High picture quality is obtained through the camera’s GT HEXANON lens that’s designed to produce stunningly accurate images. These images are then received by the 1/1.76-inch 6.40-megapixel CCD, which provides high-resolution picture quality unexpected from such a compact camera. The result is beautifully detailed images across the entire zoom range in a slim, pocketable design. Completing the process, high-resolution images are assured with precision processing provided by the newly developed A*IPS – using Konica Minolta’s proprietary algorithm, which instantly calculates optimum exposure, focus and white balance.

The DiMAGE G600’s newly developed Signal Processing Engine enables a speedy 1.3-second start-up time that has the camera ready to use at a moment’s notice. This is further enhanced through speedy image processing that greatly reduces the interval between pictures. In addition, pictures can be magnified up to twelve times on the camera’s LCD panel by using the high-speed scroll feature. By magnifying a portion of a picture after shooting, photographers can conveniently and quickly double check focus or subtle expressions while the subject is still present.

As a third addition to the Konica Minolta DiMAGE G series of digital cameras, the DiMAGE G600’s exterior design and placement of controls has been redesigned. Stainless steel and aluminum design elements combine to create a modern, yet timeless design, with ergonomically placed controls that users will feel right at home with – all efficiently packaged in a pocketable 3.7 (W) x 2.2 (H) x 1.16 (D) inches.

And the new DiMAGE G600 is PictBridge* compatible for printing pictures without having to use a computer. The camera’s dual card slots (Memory Sticks and SD Memory Cards) facilitate transferring of both still and moving images to other media, and Memory Sticks can be plugged directly into Sony computers. Advanced users can fine-tune colors and create special effects with the camera’s many functions, allowing photographers to fully express their artistic vision. The camera’s macro mode allows photographing objects just 2.4 inches away (on the widest angle setting).

**Konica Minolta Introduces the New
DiIMAGE G600 Digital Camera (cont'd)**

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**PictBridge is an industry standard established by the Camera & Imaging Products Association (CIPA).*

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.us.

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