

KONICA MINOLTA INTRODUCES THE NEW 5 MEGAPIXEL DiIMAGE X60 DIGITAL CAMERA

*Slim, stylish and speedy digital camera features a large 2.5-inch LCD monitor,
non-protruding 3x optical zoom lens, and 15MB internal memory*

Mahwah, NJ (May 9, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. introduces the latest incarnation of its popular X-series digital cameras – the new DiIMAGE X60. This slim, stylish and fast 5 megapixel digital camera features a large 2.5-inch LCD monitor, fastest-in-class*¹ startup time, 3x optical and 4x digital zoom capability, automatic Macro and Super Macro capability, Automatic Digital Subject Program Selection, and 15MB internal memory.

“The stylish and very easy-to-use new DiIMAGE X60 digital camera has been designed so today’s snap shooters won’t miss a single photographic opportunity,” said Todd Schrader, senior vice president of sales and marketing for Konica Minolta Photo Imaging U.S.A., Inc. “This camera is so lightweight and slim, it can be easily carried every day in a shirt pocket or a purse.”

With its non-protruding zoom lens, the compact Konica Minolta DiIMAGE X60 is ready in an instant—thanks to the approximately 0.5-second startup time—to take those spur-of-the-moment shots and ensure that users never miss a desired photo. And the camera’s sliding cover protects the lens, so there’s no need to worry about putting the camera inside a pocket or purse. The camera’s Automatic Digital Subject Program Selection automatically selects the optimum-shooting mode for the subject at hand, allowing photographers to take beautiful photos that match the needs of the particular photographic scene.

The DiIMAGE X60’s 5-megapixel CCD and proprietary Konica Minolta CxProcess™ III image processing technology combine to provide photographers with high quality images— pictures that reproduce the natural colors as faithfully as they see them with their own eyes. The camera’s zoom lens range covers everything from wide-angle shots to close-ups that are clearly focused as near as 4 inches from the subject, without the need to switch to macro mode. If a photographer needs to get even closer, the DiIMAGE X60 also features a Super Macro mode to take extreme close-ups as near as 2 inches.

More Features:

Large 2.5-inch LCD

The DiIMAGE X60 boasts a larger high-resolution 2.5-inch LCD monitor than its predecessor, the DiIMAGE X50, allowing for excellent viewing of picture compositions during shooting, utilizing the camera’s menu options, or playing back already recorded images. Plus, with just one touch of the independent playback button, users can see recorded images instantly and more clearly than ever. The large anti-reflective LCD provides excellent clarity for on-the-spot playback, or for sharing images with others, even under bright lights or the sunny outdoors.

Fastest-in-class 0.5-Second Startup

The DiIMAGE X60 offers an amazingly fast and smooth startup. Just slide the lens cover fully open, and it’s ready to go in approximately 0.5 seconds. What’s more, coupled with its approximate 0.08 shutter-release time lag, photographers won’t miss a fleeting photo opportunity.

**1 As of April 2005 for 3x optical zoom cameras.*

5.0 megapixels / CxProcess™III

The camera's 5.0 megapixels create detailed, high-resolution images, while Konica Minolta's exclusive CxProcess™ III imaging technology produces natural colors as faithfully as photographers see them with their own eyes. In addition, photos turn out beautifully when printed on ordinary home printers. And, Konica Minolta's unique noise-reduction enables truly unforgettable shots, even when using a slow shutter speed (up to 4 seconds) and in darkened conditions.

15MB Internal Memory

As the first-of-its-kind in the DiMAGE X series, the DiMAGE X60 is equipped with 15MB of internal memory, so users can shoot photos without an SD Memory Card or MultiMediaCard, or continue shooting even after your memory card is full. This internal memory system also lets users keep and carry their favorite images with them anytime, anywhere.

Automatic Digital Subject Program Selection

Without the hassle of changing modes, this convenient function automatically selects the best recording mode. You can also manually choose an ideal subject program from Super Macro Mode, Portrait, Sports action, Landscape, Sunset, Night portrait* and Text mode*.

**Activates via manual selection only*

5-Point AF / Multi-Segment Exposure Metering

Konica Minolta's wide and precise 5-Point autofocus (AF) enables flexible framing, which catches the action and composes the shot. Also, manual selection of Spot focus mode gives users more accuracy with the ability to focus on a specific point within the frame.

In addition, the camera's Multi-segment (256) metering system automatically measures light over the entire image area and selects the best exposure for the subject. And Spot Metering measures light in the center of the frame, allowing users to measure the brightness of a particular spot on their subject.

Image Pasting

And it's easy to personalize pictures with the DiMAGE X60's Image Pasting feature. On any chosen photo, users can just overlay parts of an image in one of the nine frames.

Direct Camera-to-Printer Prints

Connect the DiMAGE X60 directly to any PictBridge* compatible printer using a USB cable for easy, on-the-spot digital printing without using a PC. Users simply check which images they want on the DiMAGE X60's LCD monitor and they've got fast and fun printouts instantly.

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

Applications for more imaging enjoyment

The Digital Camera Software CD-ROM supplied with the DiMAGE X60 includes the following imaging applications.

- Kodak EasyShare software
- Konica Minolta DiMAGE Master Lite
- QuickTime Version 6 (Windows only)

Optional Marine Case

Perfect for active lifestyles, there is also an optional Marine Case available for use with the DiMAGE X60. This case is waterproof up to approximately 131 feet, as well as dustproof.

The DiMAGE X60 will ship at the end of May. Street price is \$349.99.

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.

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