

## KONICA MINOLTA'S DiMAGE A2 DIGITAL CAMERA AND ANTI-SHAKE TECHNOLOGY RECEIVE TOP 2004-2005 HONORS

**Mahwah, NJ (August 25, 2004)** – Konica Minolta announces that their CCD-Shift Anti-Shake technology has received a 2004-2005 European Imaging and Sound Association (EISA) award in the “Innovation” category. In addition, the new Konica Minolta DiMAGE A2 8 megapixel digital camera featuring the Anti-Shake technology has won the Technical Image Press Association (TIPA) Award for “Best Digital Prosumer Camera” in Europe for the year 2004. The DiMAGE A2 has also received prestigious “Editor’s Choice” awards this year from *PC Magazine*, *CNET* and *American Photo*.

“These awards are especially significant because they recognize Konica Minolta’s commitment to producing the highest quality photography products for consumers,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta’s Camera Division. “We are honored that our Anti-Shake technology as well as the new DiMAGE A2 have been selected as a superior imaging product throughout Europe and the United States.”

According to EISA, Konica Minolta’s Anti-Shake technology was selected to receive their “Innovation” award because it “enables users to capture sharp pictures even in low light conditions and at long focal lengths. It is a completely new type of stabilizer system not connected to the optical element, but directly to the CCD sensor. Quick response is secured by the specialized integrated circuit, and activation of Anti-Shake is as easy as pressing one button.”

The DiMAGE A2 received the TIPA award for “Best Digital Prosumer Camera” because of Konica Minolta’s “exclusive anti-shake system which compensates for camera shake by adjusting the CCD internally. This gives maximum potential for the wide-ranging 28-200mm zoom lens and high resolution image sensor. With SLR style handling and a wide range of control options and overrides this is a fantastic choice for the demanding enthusiast photographer looking for creative images.”

According to *PC Magazine*, “The Konica Minolta DiMAGE A2 offers exceptional functions and excellent handling characteristics.” Its zoom range and anti-shake technology “make the DiMAGE A2 ideal for rock-solid handheld telephoto shots and worthy of an Editors' Choice.”

And *CNET* had this to say: “Generally efficient design, top-tier performance, and features galore make the DiMAGE A2 a top choice for resolution-hungry enthusiasts.”

*American Photo* said the DiMAGE A2 “boasts the best electronic viewfinder in the business. At 922,000 pixels, the DiMAGE A2’s eyepiece LCD provides resolution more than three times higher than the nearest competitor.”

In addition to the DiMAGE A2, *American Photo* also selected several other Konica Minolta products to receive a 2004 “Editor’s Choice Award as seen in the July/August 2004 issue. These products are the Maxxum 70 Single Lens-Reflex 35mm film camera, 300mm f/2.8 SSM lens, the Zoom 160c 35mm point-and-shoot camera, the DiMAGE Scan Elite 5400 film scanner and the DiMAGE Xg and DiMAGE G600 digital cameras.

### **CCD-Shift Anti-Shake Function**

The Konica Minolta DiMAGE A series digital cameras were the first model to include Konica Minolta's Anti-Shake function. This technology gives photographers unprecedented control and accuracy when taking pictures in low light situations, as well as when fully-extending and hand-holding the camera's optical zoom lens. The high-precision CCD-shift method employs the proprietary Smooth Impact Drive Mechanism (SIDM), in which angular velocity sensors detect the degree of shaking and move the CCD to compensate for and correct this. The SIDM enables compensation to minimize the effect of camera shake at 2-3 shutter speeds slower than on cameras without an Anti-Shake function (equivalent to 2-3 exposure increments). This allows DiMAGE cameras incorporating this technology to correct shaking without increasing shutter speed and raising ISO sensitivity, factors which increase image noise. In addition, users won't see the deterioration in image quality usually associated with electronic anti-shake systems. The CCD-shift method doesn't require extra correction lenses like optical anti-shake systems. The anti-shake system is effective in correcting both the fine movement of pressing the shutter-release button and the larger and slower movements of the user's body.

### **Konica Minolta DiMAGE A2**

Konica Minolta's DiMAGE A2 8 megapixel single lens-reflex (SLR)-type digital camera features body integral anti-shake technology, ultra-fast operation and high-speed start-up as well as several professional-type functions.

Featuring a fast, innovative new 3D autofocus (AF) system (1.5 times faster than the DiMAGE A1) with 3D Predicative Focus Control and Movement tracking, a fast built-in f/2.8 – 3.5 7x optical zoom lens, Anti-shake function for still images and VGA quality movies, CxProcess II Image Processing technology, the world's first VGA-resolution Viewfinder (approximately 922,000 pixels), UHS Continuous Advance rate of 7 frames per second, high-speed USB 2.0 support and compatibility with portable and studio flash systems, the DiMAGE A2 provides the tools digital photographers need to express their creativity and solve visual problems.

### **European Imaging and Sound Association (EISA)**

The EISA awards are presented annually to the best photographic equipment and chosen by the Photo Panel of EISA representing editor-in-chief and technical editors from nearly 50 prominent magazines from 20 European countries. Previous winning camera models from Minolta were the X-700 (1982), Maxxum 7000 (1985), Maxxum 7000i (1988), Maxxum 7xi (1991), Maxxum 9xi ('92-'93), Maxxum 700si ('94-'95), Maxxum HTsi ('98-'99), Freedom Zoom 150 (2000-2001), Dimâge Scan Elite (2000-2001) and Maxxum 7 (2001-2002).

### **Technical Image Press Association (TIPA)**

The TIPA European Photo & Imaging Award winners are chosen by a group of editors and technical editors representing 31 European photography and imaging magazines from 12 European countries. All are members of the TIPA, which is an independent, non-profit organization open to all European magazines in the photography publishing industry. Previous winning photo equipment from Minolta were the Maxxum 700si ('94-'95), Maxxum 600si ('95-'96), Maxxum HTsi ('98-'99), Minolta Vectis 2000 (2000-2001), Minolta DiMAGE 7 (2001-2002), Maxxum 7 (2001-2002), Minolta DiMAGE X and Maxxum 5 (2002-2003) and DiMAGE Scan Elite 5400 (2003-2004).

### **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](http://www.konicaminolta.us).

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