

Backgrounder

New Konica Minolta Digital Single Lens Reflex (SLR) Camera: The Maxxum 5D

Konica Minolta Photo Imaging U.S.A., Inc.'s new Maxxum 5D is a high-performance interchangeable-lens digital SLR camera that inherits the revolutionary technology of its predecessor the Konica Minolta Maxxum 7D.

Product Highlights

- Body-integral CCD-shift Anti-Shake Technology reduces blur caused by camera shake and supports all Maxxum AF lenses including the upcoming line of "DT" Lenses.
- 6.1-megapixel CCD and Konica Minolta's original image processing technology CxProcess™ III renders images in sharp detail
- A large, 2.5-inch color LCD monitor provides clear image viewing and data display
- Comprehensive image adjustment and control for creative applications
- Easy and Intuitive Operation in a stylish, compact and lightweight package

Features

Built-in Anti-Shake Performance with All Maxxum System Lenses^{*1}

The Maxxum 5D inherits the revolutionary technology of the Maxxum 7D – the world's first^{*2} digital SLR with built-in Anti-Shake Technology and CCD Shift mechanism that is compatible with all Maxxum system lenses^{*1} including Konica Minolta's soon to be introduced line of Digital Technology "DT" lenses.

This award winning **Anti-Shake Technology** was selected as "European Photo Innovation of the Year 2004 – 2005" by EISA^{*3} and the Maxxum 7D, which also features this technology, was chosen to receive the "Camera Grand Prix 2005" award by the Camera Press Club. This technology provides the equivalent compensation effect with a shutter speed 2 - 3 stops slower^{*4}.

Konica Minolta's Anti-Shake Technology makes it possible to reduce blur caused by camera shake, even when taking photos in dimly lit or twilight scenes, in natural light with a telephoto lens, as well as macro shots – without relying on a higher ISO setting or the aid of a flash or tripod. Anti-Shake responds quickly to both broad, slow-swaying motion of the camera body and the higher frequency shaking typical of camera shake caused by the photographer's hands.

The Anti-shake Technology can be switched on or off via a dedicated switch on the camera's back, and an Anti-shake indicator is displayed on the viewfinder to keep the user informed when it's active.

Large CCD and Advanced Image Processing Technology

Integrating Konica Minolta's advanced technologies for photo-imaging excellence, the Maxxum 5D boasts an advanced LSI (image processing engine) and CxProcess™ III technology designed

to provide stunning, natural-looking images.

As Konica Minolta's original image processing technology, CxProcess™ III optimizes four essential elements:

- 1) **Sharpness** to take full advantage of the advanced optical technologies incorporated into the lens, presenting rich detail and realism without losing the quality of defocused images,
- 2) **Color reproduction** to ensure that colors are rendered just as the human eye perceives them such as the subtle hues of natural blue, red, and skin tones,
- 3) **Gradation reproduction** to render both clearness and deep presentation of gradations for both shadows and highlights, and
- 4) **Noise reduction** to achieve a natural, impressive presentation of textured images.

Big, Bright 2.5-inch LCD with Navigation Display

Providing a better view for better photos, the Maxxum 5D incorporates a large, 2.5-inch LCD monitor that also works as a Navigation Display for camera settings. For even greater convenience, the display automatically switches from horizontal to vertical format when shooting in upright "portrait" format and lets users adjust the size of the on-screen text.

Comprehensive image adjustment and control for creative

a) Digital Subject Program Selector

The Digital Subject Program Selector offers photographers five convenient options: portrait, sports, landscape, evening sunset view, and night view. Using the exposure mode dial, users simply select an appropriate option for their chosen scene, and the new Maxxum 5D automatically selects an appropriate exposure control, AF mode, and image-processing program. This function makes it quick and easy for anyone to take beautiful shots without the need for complicated settings.

b) Digital Effect Control

Adding a step of creative flexibility above the Digital Subject Program Selector, the Digital Effect Control lets users select an option among ten scene types, edit the parameters to their preferences, and then store the settings. Once a scene is selected, the Konica Minolta Maxxum 5D automatically sets appropriate image processing and image quality parameters. The exposure can then be manually selected so photographers can customize the contrast and sharpness saturation parameters within five steps from the default values to create the exact look they want.

c) Color temperature setting:

In addition to AWB (auto white balance), PWB (preset white balance), custom white balance and color temperature settings, the Maxxum 5D offers added creative freedom with CC (Color Compensation) filter effects and Color Temperature fine-tuning in 100K increments. And, the camera's G9 (Green) to M9 (Magenta) range enables precise white balance adjustments for difficult lighting situations.

d) White-Balance Bracketing:

Offering a new level of convenience and efficiency, this function lets photographers take a shot in differing color temperature settings with two options for their desired color temperature range. Based on the range, the Maxxum 5D records three frames per shutter sequence so users can manually select their favorite frame after the shot.

e) Zone Matching:

An inherited feature of the acclaimed Konica Minolta Maxxum 7D, high-key and low-key tone capture extend CCD dynamic range and adjust tone curves to ensure precise reproduction of

gradations and suppress noise in low-lighting shots. For example, using high-key mode to take wedding photos under direct sunlight, the fine details of a bride's white flowers, gown, and train can be reproduced accurately. In comparison, using low-key mode, the texture of a black dress in a dark room can be captured in detail without noise interference.

Easy and Intuitive Operation

a) High-performance, high-speed autofocus (AF)

The Maxxum 5D's high-performance AF system offers exceptional accuracy with a central, cross hair type, 9-point and 8 line AF sensor array that enables high-precision Predictive Focus Control as well as high-speed Subject Tracking for accurately focusing on moving subjects – an indispensable asset in action and sports photography.

b) Smooth, Responsive Continuous Shooting

The Maxxum 5D lets users capture up to 30 frames at a speed of approximately 3 frames per second (in Fine JPEG mode). The camera's high recording speed enables users to continue shooting smoothly afterwards.

c) User-friendly dials and controls

The Maxxum 5D offers a simple, user-friendly configuration of dials and controls that even beginner SLR camera users will quickly feel familiar with. Added functions provide users who are moving up from more basic models with intuitive control; for example, the exposure mode dial also operates the five options of the Digital Subject Program Selector, and an independent lever ensures quick and easy white balance control. Electronic menus display adjustable parameters to meet the demands of advanced photographers, and a menu call button simplifies menu navigation. Enhancing ease of use further still, operating procedures that use common keys have been standardized across functions/screens so that users can navigate intuitively without having to refer the instructions.

d) High-performance viewfinder

A bright, clear optical viewfinder displays essential shooting parameters at the bottom of the frame, providing users with all the information they need to make creative adjustments quickly. It also incorporates a spherical acute matte focusing screen for accurate, bright critical focusing assessment. And, to accommodate the camera's smaller design, the Maxxum 5D employs a newly developed forward-bend finder optical system and roof-mirror type of pentaprism.

Durable, Compact Body and High-Quality Texture

The Maxxum 5D enhances camera reliability through its strong build quality. The body is constructed using sturdy glass fiber plastic, making it lighter and smaller than the Maxxum 7D by about 22% in volume, while a functional rubber grip based on new ergonomic design research provides an ideal hand fit.

NOTES:

- *1 With the camera's AF macro-zoom 1x to 3x specialist lenses and Anti-Shake function turned off
- *2 As an Interchangeable-lens digital SLR camera
- *3 The European Imaging and Sound Association, publishing 50 major photography and AV magazines in 20 European countries
- *4 The Anti-Shake technology correction effect varies with the shooting conditions and lens used