

KONICA MINOLTA INTRODUCES THE FIRST “X-SERIES” COMPACT DIGITAL CAMERA TO FEATURE ANTI-SHAKE TECHNOLOGY

New 8 Megapixel DiMAGE X1 represents a fusion of contemporary styling and the best technologies available from Konica Minolta

New York, NY (October 20, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. announces the latest addition to the DiMAGE X line of sleek and stylish digital cameras – the new 8 megapixel DiMAGE X1. This extremely compact and very trendy new digital camera represents a fusion of Konica Minolta’s best imaging technologies including the revolutionary Anti-Shake technology and high-resolution movie clips – both a first for the DiMAGE X line – to provide the best image quality possible.

“The sophisticated design of the new DiMAGE X1 will appeal to consumers who not only value amazing performance, but also appreciate ease of use, familiarity and comfort in hand,” said Paul Zakrzewski, Director of Product Management for Konica Minolta Photo Imaging U.S.A., Inc. “The sleek, metallic finish of the DiMAGE X1 makes it impossible to resist, while smooth round edges fit neatly in palm of a hand and easily in a shirt pocket or purse, giving photographers on-the-go convenience.”

The powerful new DiMAGE X1 employs an 8-megapixel, 1/1.8-type CCD – the highest resolution currently available in compact digital cameras. To take full advantage of this incredible resolution, the DiMAGE X1 integrates a newly designed optical system as well as Konica Minolta’s CxProcess™ III image processing technology that renders images as natural-looking as they appear to the photographer’s eye.

For the first time ever in the DiMAGE X series, the DiMAGE X1 offers Anti-Shake capability to help reduce the effects of camera shake, ensuring clear, steady shots of scenes that are otherwise difficult to shoot by hand such as in low light situations or indoors. Unlike the Konica Minolta DiMAGE A and DiMAGE Z series, the new DiMAGE X1 boasts a newly developed type of Anti-Shake system that complements its folded optics and allows for additional miniaturization. Offering unrivalled stability, this new Anti-Shake system can provide the equivalent of up to 3 EV to help compensate for camera shake. And it’s also effective for taking photos in low light conditions and using shutter speeds as slow as 1/6th of a second at the wide-angle settings.

To accommodate the camera’s high resolution while keeping the body as slim as possible, the DiMAGE X1 employs a newly designed “non-protruding” 3x optical zoom lens and delivers a lens focal length of 7.7 to 23.1mm (equivalent to 37 to 111mm in 35 mm format) and an aperture range from F/3.5 to F/3.8. Complementing this exceptional optical system, the DiMAGE X1 offers two ways to take close-ups: Auto Macro Mode*¹, which takes macro shots without having to switch the mode, and Super Macro Mode, which captures amazing close-ups as near as 2 inches.

The Konica Minolta DiMAGE X1 is equipped with a large, 2.5-inch LCD monitor that features a Bright LCD backlight function, which lets users adjust the LCD brightness as needed with the simple touch of a button. The LCD monitor also offers enhanced easy cleaning thanks to a protective acrylic covering. The camera’s silver finish resembles a futuristic and sophisticated

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look with a high-end satin finish that perfectly complements the elegant, tactile nature of the DiMAGE X1.

The DiMAGE X1 is also the first Konica Minolta digital camera to come with a convenient, multifunction cradle, which provides quick and easy connectivity for TVs or computers. The DiMAGE X1 multifunction cradle can also operate as a battery charger, which can either charge the battery by itself or the battery when it's inside the camera. The cradle can even position the LCD monitor forward so you can use it as an image viewer.

**1 Shortest shooting distance: 3.9 inches in Wide-angle and 1.3 feet in Telephoto positions*

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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