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## **MINOLTA DiMAGE DIGITAL CAMERA LINE OFFERS SOMETHING FOR EVERYONE**

*The DiMAGE 7Hi, DiMAGE F300, DiMAGE S414, DiMAGE Xt and DiMAGE E223  
strengthen Minolta's position in the expanding digital still camera market*

**New York, NY (June 18, 2003)** – Minolta Corporation has a full line of digital cameras, the DiMAGE 7Hi, DiMAGE F300, DiMAGE S414, DiMAGE Xt and DiMAGE E223, which provide superior image quality without compromise, and meet the varied demands of today's consumers' digital photography needs and budgets.

“On the face of it, these digital cameras are breakthroughs on their specifications alone,” said Jon Sienkiewicz, vice president of marketing, Minolta Corporation's Consumer Products Group. “With the DiMAGE 7Hi, quite simply, there isn't a comparable five megapixel camera on the market today that can be sold at such an affordable price. And building upon the success of Minolta's DiMAGE X and DiMAGE Xi, the new stylish and very compact Minolta DiMAGE Xt further enhances Minolta's line of compact yet powerful digital cameras. However, there's more to our new cameras than specifications. There's philosophy as well as science. Minolta digital cameras allow our customers to explore their own creativity through the integration of advanced technology, the human interface and solid product design.”

According to Sienkiewicz, the development of these five new digital cameras relies on the application of Minolta's core competencies in superior autofocus technologies, light metering and exposure control, color metering, compact zoom lens design, digital image processing technology and ultra miniaturization.

### **Minolta DiMAGE 7Hi**

The new Minolta DiMAGE 7Hi digital camera is designed to meet the needs of photographers wishing to have an SLR-type digital camera that performs under varying photographic conditions, including studio and on location, and features convenient functions that produce high quality photographic images.

With a 5-megapixel resolution, 7x optical, 2x digital zoom lens and superior Minolta GT Lens technology, the DiMAGE 7Hi is a complete digital imaging center that controls all the essential elements for high-quality photography: sharpness, exposure, contrast, color, and saturation. With 12-bit A/D conversion and Minolta's image-processing technology, CxProcess, what you see will be what you get. In addition, image quality choices have been improved with the inclusion of a new extra-fine image setting.

The new DiMAGE 7Hi features a 2/3 inch-type CCD image sensor with 5-megapixel effective resolution. The camera incorporates a 7x zoom apochromatic Minolta GT LENS with two anomalous dispersion (AD) glass elements for color accuracy and dual aspherical elements which, combined with a 2x digital zoom, provides a compact lens design with a wide image capture range. The optical zoom lens range is 7.2mm – 50.8mm (equivalent to 28mm -200mm in 35mm).

The Minolta DiMAGE 7Hi features a 3-point wide AF system for fast, accurate focusing, a Flex Focus Point for precise control over the focusing area and a Direct Manual Focus (DMF) to make instant adjustments to the autofocus.

A new built-in flash synchronization terminal allows the DiMAGE 7Hi to be connected to professional studio and location flash systems. Simply plug the flash's PC cord into the terminal. Designed for center-negative and center-positive polarities, the camera is compatible with most studio and location lighting systems.

### **Minolta DiMAGE F300**

Featuring increased resolution and zoom range, a new noise reduction option and Minolta's award-winning Subject Tracking Autofocus (AF) and Minolta's Area AF, the new Minolta DiMAGE F300 digital camera produces high-quality images and incorporates advanced automatic functions, and fast, easy operation. The DiMAGE F300 features a sleek contoured design and it is one of the world's lightest and smallest 5.0 megapixel digital cameras with a built-in zoom lens.

The DiMAGE F300 features a 5.3 megapixel 1/1.8-type interline primary-color CCD with 5.0 million effective pixels for fine high-resolution images. The DiMAGE F300 incorporates a built-in 3x optical zoom Minolta GT LENS for color accuracy. And a 4x digital zoom capability provides compact lens design with a wide image capture range. With a focal range of 7.8mm to 23.4mm, it is equivalent to a 38mm to 114mm 35mm zoom lens. The DiMAGE F300 allows complete control over exposure, color, contrast, saturation, white balance, camera sensitivity and focus. It can also record movies and audio.

The new Minolta DiMAGE F300 combats noise which can give a grainy look to digital images by employing a large signal-to-noise ratio to minimize its effect even with higher CCD gain as well as allowing photographers to select noise reduction to control image quality. The new selectable feature compensates for dark noise caused by exposures of one second or longer.

The DiMAGE F300 also features Automatic Digital Subject Program Selection. This advanced feature automatically selects one of five subject programs – portrait, sports action, landscape, sunset, or night portrait – to optimize the camera's exposure and image-processing controls based on the subject and scene.

### **Minolta DiMAGE S414**

Minolta's new easy-to-use DiMAGE S414 features a 4.1 megapixel CCD, a high-quality Minolta GT 4x optical zoom lens, Minolta's CxProcess, and additional versatile features. The stylish new DiMAGE S414 also features a built-in flash, video recording capability, USB interface and Compact Flash card compatibility.

The Minolta DiMAGE S414's high-precision electro-optical system is built around a 4.1 megapixel 1/1.8-type interline primary-color CCD with 4.0 million effective pixels for fine high-resolution images. The DiMAGE S414's built-in Minolta GT lens is a versatile apochromatic 4x

zoom with anomalous dispersion (AD) glass for color accuracy and dual aspherical elements which, combined with a 2.2x digital zoom, provides a compact lens design with a wide image capture range. The optical zoom lens range is from 7.15mm to 28.6mm, equivalent to 35mm - 140mm in 35mm photography, and with digital zoom, the range is equivalent to 35mm - 308mm in 35mm.

In addition, the high-speed LSI with 32-bit RISC (Reduced Instruction Set Computer) CPU and expanded SDRAM buffer memory allows the camera to be highly responsive with faster operation. The capturing interval time of 0.8 seconds and brisk continuous advance speed of 1.3 frames per second with up to 7 frames (full size images in fine image quality mode) can transform a passing moment into a priceless memory.

### **DiMAGE Xt**

Similar to the stylish and award-winning Minolta DiMAGE Xi, Minolta's new extremely thin and compact 3.2 megapixel DiMAGE Xt digital camera features the world's fastest start-up time (approximately 1.1 seconds) of any digital camera with an optical zoom lens, Minolta's image-processing technology, CxProcess, a 3x optical zoom lens, 4x digital zoom and an even smaller and thinner camera body than the DiMAGE Xi.

The contoured new vertically oriented design of the DiMAGE Xt eliminates more than 5% from the size, nearly 8% from the weight and offers nearly a half-second reduction in start-up time compared to its predecessor DiMAGE Xi. At 3.4 x 2.6 x 0.8 in. and 4.2 oz., the DiMAGE Xt can be slipped into a pocket or bag as easily as a wallet. The exclusive folded optical zoom system allowed Minolta to recreate the world's thinnest\*, compact, planar digital camera with a 3x optical zoom.

Minolta's legendary expertise in optical lens design has led to the creation of a unique compact folded 3x optical zoom lens with a depth of only 0.8 inches. By using a high quality prism that folds the optical path, the optical zoom lens is positioned vertically within the body. In addition, this efficient optical design requires only a small zooming motor, allowing for quiet zooming. With the 3x (5.7 – 17.1mm) optical zoom equivalent to a 37mm – 111mm on a 35mm camera, this versatile zoom range can be used to take pictures of sweeping landscapes as well as intimate portraits and close-ups. The lens focuses down to 5.9 inches at all focal lengths for close-up photographs without having to use a separate function. In addition, the DiMAGE Xt also has a 4x digital zoom, making for up to a 12x seamless zooming capability.

The DiMAGE Xt's controls have been redesigned for comfort and enhanced ease of use. The main power switch has been repositioned to avoid turning the camera on or off accidentally. The addition of a mode dial makes selecting the camera's recording, playback, and setup modes simple. A new Quick View button allows images on the memory card to be accessed from the recording modes after they have been captured. The controller incorporates the enter button to make setting functions and navigating the menu options easy.

The Minolta DiMAGE Xt can also be used as a remote camera for video conferencing. The DiMAGE Xt supports Epson USB DIRECT-PRINT. This allows images to be printed directly from the camera to a compatible printer using the supplied USB cable.

### **Minolta DiMAGE E223**

Minolta's new DiMAGE E223 is an easy-to-use 2 megapixel entry-level digital camera. The affordable new Minolta DiMAGE E223 offers high-quality images, carefree operation, and value-

added features such as digital video with audio, making this the perfect digital camera for amateur digital photographers.

The DiMAGE E223's precision electro-optical system is built around a 2.1 megapixel 1/2.7-type interline primary-color CCD with 2.0 million effective pixels for high-resolution images. The resolution of the nine-element, six-group lens design of the camera's 3x optical zoom lens ensures the best quality results from the camera's 2.1 megapixel CCD. The maximum aperture of  $f/2.9 - 3.0$  allows the DiMAGE E223 to be used in low light situations without the need of the camera's built-in flash. With a focal length range of 6.2mm to 18.6mm, the 3x optical zoom is equivalent to a 38 - 114mm lens on a 35mm camera. It can range from wide angle for landscapes to telephoto for intimate portraits

The Minolta DiMAGE E223's 3x digital zoom capability extends the optical zoom's performance in 0.2x increments giving the E223 an equivalent a 342mm lens on a 35mm camera. The combined optical and digital zooms give this compact digital camera an amazing 9x zoom range.

This new digital camera provides fully automatic features for focusing, exposure metering, flash, and white balance and has a USB connection for quick and easy downloading of image files. Simply turn on the camera and it's ready to use.

#### **Minolta Corporation**

Minolta Corporation, headquartered in Ramsey, New Jersey, is the largest subsidiary of Minolta Co. Ltd. of Osaka, Japan, a leading manufacturer of cameras, business equipment, radiometric instruments and planetariums. Minolta Corporation's Consumer Products Group (CPG) markets 35mm film and Advanced Photo System cameras, digital cameras, binoculars, accessory lenses, photographic light meters, 35mm and Advanced Photo System film scanners and other consumer products.

The corporation's Business Products Group (BPG) markets digital and analog office equipment. Products include black-and-white copiers, digital black and white printer/copiers, plain-paper laser facsimile machines, digital color printer/copiers, micrographic systems, document management software, and related office equipment.

For more information, visit Minolta's Web site located at [www.minoltausa.com](http://www.minoltausa.com) or access Minolta's PHOTOFAX at 800-528-4767.

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