

Backgrounder

The Revolutionary DiMAGE X Digital Camera

Targeted for release in February 2002, the new Minolta DiMAGE X is designed to capture high-quality images quickly and conveniently with its small, thin and light stylish body.

Main Features:

Compact Body and Design

The compact design of the DiMAGE X makes it easy to carry in a pocket without the usual bulk of traditional camera designs. With dimensions of 3.3" (W) x 2.8" (H) x 0.8" (D) and weighing only 4.8 ounces, the DiMAGE X is smaller, lighter and thinner than any other digital camera.* The simple and refined design, with a dual-metal exterior, also makes the DiMAGE X unobtrusive, so images of even everyday moments can be captured effortlessly

**As of January 1, 2002*

Revolutionary, Folded 3x Optical Zoom Lens

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. In addition, the DiMAGE X also has a 2x digital zoom, making for up to a 6x seamless zooming capability.

Effortless Operation

The responsive DiMAGE X boasts the fastest start-up time (approximately 1.8 seconds) in its class.* The camera is ready to shoot important moments as soon as it is switched on. The quick start-up speed is achieved by a newly developed, powerful RISC (Reduced Instruction Set Computer) CPU and the non-extending lens.

** among optical-zoom digital cameras with autofocus and LCD monitor, as of January 1, 2002*

The revolutionary compact design maximizes the camera area for comfortable handling. Simple ergonomic controls are located around the LCD monitor to ensure smooth and simple operation.

High Quality Images

The 3x optical zoom brings out the best of the CCD with 2.0 million effective pixels. The lens is a bright f/2.8 to f/3.6 with three aspheric elements that are aligned with sub-micron order precision to ensure crisp and detailed images.

The Minolta DiMAGE X has a 12-bit A/D conversion that can provide a fine tonal gradation, with deep shadows, brilliant highlights and millions of colors, up to 4,096 levels in each RGB channel and more than 68 billion colors. Minolta's 12-bit A/D conversion provides exquisite details in portraiture: smooth complexion, rich shadows and luminous highlights, as opposed to the standard 10-bit A/D conversion with its limited 1,024 levels per RGB channel.

The DiMAGE X also features Minolta's proprietary CxProcessTM, a new image processing technology that provides clear and natural images. CxProcess balances both extremes by controlling sharpness, color reproduction, tonal gradation and noise to optimize results.

Movie and Audio Functions

The camera is a versatile multimedia tool with movie and audio functions. Users can record up to 35 seconds of digital video with audio. In addition, a 15-second audio recording can be attached to a still image, as well as up to 90 seconds of audio without an image.

Unique battery

The DiMAGE X uses a super-thin, proprietary lithium-ion battery (included) for power. Fully-rechargeable, the battery easily pops out and inserts into the recharger (included). In very little time, the battery is fully-charged and ready to be used again.

Specifications are subject to change without notice.

Please see the www.minoltausa.com website for the most updated specifications.

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