

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

*The introduction of the DiMAGE X and the DiMAGE S404,  
along with DiMAGE 7, DiMAGE 5, DiMAGE S304 and DiMAGE E201,  
strengthen Minolta's position in the expanding digital camera market*

**Las Vegas, NV (January 8, 2002)** – Minolta Corporation has a full line of digital cameras – the DiMAGE line – which provide superior image quality without compromise, and meet the varied demands of today's consumers' digital photography needs and budgets.

“These new digital cameras rely 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.” said Jon Sienkiewicz, vice president, digital imaging products, Minolta Corporation's Consumer Products Group. “From Minolta's new stylish and ultra-compact DiMAGE X to the high resolution SLR-type DiMAGE 7 to the easy-to-use DiMAGE E201, there's a camera available for every photographer at every budget.”

### **Minolta DiMAGE X**

The new Minolta DiMAGE X is the smallest, lightest and thinnest digital camera in the world.\* The unique design of the 3x optical zoom lens allows it to move, or “zoom,” vertically within the camera body. That means that when the lens moves from wide angle to telephoto, it always remains inside the camera body. The 3x optical zoom lens is equivalent to a 37mm - 111mm on a 35mm camera, and with the incorporation of the DiMAGE X's 2x digital zoom, the camera has up to a 6x seamless zooming capability.

The incredibly compact body of the DiMAGE X has a striking modern design with a rich stainless steel and aluminum finish. Inside the dual-metal exterior of this digital camera is a CCD with 2.0 million effective pixels and it's powered by a fast new RISC Central Processing Unit (CPU). This CPU enables the camera to have the world's fastest start-up time of 1.8 seconds\*\*.

Images captured with the high-quality lens of the DiMAGE X are enhanced by Minolta's CxProcess™ image processing technology, which helps control sharpness, color reproduction, tonal gradation and noise. This same technology is used in the top-of-the-line Minolta DiMAGE 7 SLR-type digital camera. The combination of the new high-powered RISC CPU and Minolta's image processing technology results in crisp and detailed images that satisfy the most discriminating photographer.

\* Among digital cameras with a 3x optical zoom as of January 1, 2002

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

**Minolta's New DiMAGE Digital Camera Line -2-  
(cont'd)**

**Minolta DiMAGE S404**

The new DiMAGE S404 is Minolta's top-of-the-line compact digital camera, combining high quality images and automatic features which allows users to obtain the best photographic results with point-and-shoot design and easy camera operation.

Based on the popular design of the DiMAGE S304, the DiMAGE S404 features a 1/1.8-inch type CCD with 4.0-megapixel effective resolution. The camera incorporates a 4x zoom, all glass apochromatic Minolta GT LENS 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 equivalent to 35mm - 140mm in 35mm and with digital zoom, the range is equivalent to 35mm - 308mm.

In addition, the high-speed LSI with 32-bit RISC CPU and expanded 32MB SDRAM buffer memory allows the camera to be highly responsive with faster operation.

The DiMAGE S404 offers flexible and accurate autofocus, auto exposure and an optical zoom viewfinder. Its stylish aluminum body features an easy-to-hold grip and simple control layout with an easy-to-read menu. A versatile camera, the DiMAGE S404 features fully automatic white balance and video recording with audio as well as ease of use features like Digital Subject Program Selection and creative functions such as histogram display of recorded images, exposure compensation and bracketing, custom white balance and digital effects control, that give the photographer control over the final image.

**Minolta DiMAGE 7 and DiMAGE 5**

The DiMAGE 7 and DiMAGE 5 share Minolta's new technological developments designed to provide high-quality images as well as a wide array of digital functions for creative photography. Many advanced features that were found only on high-end professional digital cameras are now offered at more affordable prices.

The award-winning DiMAGE 7, with 5.0 megapixel resolution (effective number of pixels), is equipped with a 2/3-inch type CCD with a total of 5.24 million pixels. The DiMAGE 5 features 3.2 megapixel resolution (effective number of pixels) based on a 1/1.8-type CCD with a total 3.34 million pixel resolution.

The optical centerpiece in both cameras is a new all-glass 7x zoom Minolta GT LENS. The DiMAGE's 7.2mm – 50.8mm, f/2.8-f/3.5 APO lens is an advanced apochromat using anomalous dispersion (AD) glass and aspheric elements providing sharp, bright images at all focal lengths. The DiMAGE 7's zoom range is equivalent to (in 35mm photography) a 28mm - 200mm lens and the DiMAGE 5's zoom range is equivalent to a 35mm - 250mm lens. Both cameras have a One-Touch 2x digital zoom and a Super Macro capability, allowing photography of objects as close as 5 inches from the lens.

The image formed on the CCD is enhanced by Minolta's exclusive CxProcess image processing technology to optimize sharpness, color reproduction, tonal gradation and noise to create clear and natural images. The wide dynamic range is provided by 12-bit A/D conversion to ensure natural color and tonal reproduction.

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**Minolta's New DiMAGE Digital Camera Line -3-  
(cont'd)**

The exclusive Digital Hyper Viewfinder, a high resolution ferroelectric display, is an information center that shows a full array of shooting information and monitors the effects of image manipulation and control. The Digital Effects Control allows users to adjust the color saturation, contrast and exposure before writing the image to the Type II CompactFlash Card. The new Flex Focus Point feature expands focusing control by allowing the photographer to choose the position of the focus frame anywhere within the field of view.

**Minolta DiMAGE S304**

Based on similar technology to the DiMAGE 7 and DiMAGE 5, the DiMAGE S304 is a compact digital still camera that offers the superb image quality, autofocus functions and quick response usually found only in top performing SLR-type digital cameras.

The DiMAGE S304 features 3.2 megapixel resolution (effective number of pixels) based on a 1/1.8-inch type CCD with 3.34 megapixel resolution. The camera incorporates a 4x Zoom APO Minolta GT LENS with AD glass and dual aspherical elements, which combined with a 2x Digital Zoom provides a wide image capture range. The lens is equivalent to (in 35mm photography) a 35mm - 140mm lens and with digital zoom, the range extends to 35mm - 280mm.

High performance features of the DiMAGE S304 include a wide focus area, full time autofocus capability, Focus Area Selection and both multi-segment and spot metering for autoexposure versatility. Other DiMAGE S304 functions include:

- Movie Mode with sound
- Digital Effect on LCD display to adjust contrast and saturation
- Exposure adjustments
- Continuous drive (1 frame per second)
- Auto White Balance with manual adjustment capability
- Auto bracketing
- Adjustable ISO
- Manual focus
- Super Macro (3.9 inches from the lens)
- Infrared remote release (optional)
- 35.5mm filter thread

**Minolta DiMAGE E201**

The new DiMAGE E201 is a superb quality entry-level model based on the highly-regarded DiMAGE 2300. While retaining the ease-of-use and stylish design of its predecessor, the DiMAGE E201 includes a new movie recording feature, a responsive new microprocessor, and simplified computer connectivity.

The DiMAGE E201's sleek compact body fits comfortably in the palm of your hand. Although compact, the DiMAGE E201 produces crisp, detailed images with a 2.2 million-pixel resolution (effective number of pixels) that delivers impressive 150 dpi printouts as large as 8 by 12 inches. To bring the best out of the 2.3 million-pixel CCD (total number of pixels), the quality all-glass optics include four aspheric surfaces that minimize chromatic and spherical aberration. The carefree operation comes from the camera's automatic control over focus, exposure, white balance, and flash.

The DiMAGE E201 is a camera bursting with features such as movie recording and a 2x digital zoom, yet has the flexibility of growing with the camera user.

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**Minolta's New DiMAGE Digital Camera Line -4-  
(cont'd)**

**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 35 mm 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. Minolta is the exclusive distributor of *Cokin* filters.

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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