Backgrounder

Minolta's Top-of-the-Line Compact Digital Camera: The DiMAGE S404

The new Minolta DiMAGE S404 will meet amateur photographers' needs for a digital camera that provides high-quality image processing, a dynamic zooming range, advanced autofocus and autoexposure performance and fast, easy operation.

Main Features:

High Resolution CCD
The new DiMAGE S404 is equipped with a high-quality 1/1.8 inch-type CCD with 4.0 million effective pixels (total of 4.1 million) for high-resolution images. At this resolution, prints of approximately 11 x 14 inches at 150 dpi can be produced.

High Performance all-glass 4x zoom Minolta GT LENS
The Minolta DiMAGE S404 features a Minolta GT LENS, a high performance lens class for digital cameras. It is a high-resolution, all-glass apochromat lens featuring both an AD (anomalous dispersion) element and two double-sided aspheric elements to ensure clear, sharp, and detailed images with minimum chromatic aberration at all focal lengths.

CxProcess^{TM}: Minolta's Image Processing Technology
The DiMAGE S404 features Minolta's proprietary CxProcess**,** a new image processing technology that provides clear and natural images. In image processing, too much emphasis on natural color produces flat color pictures. Overemphasizing the color range creates an unnatural color scheme. CxProcess balances both extremes by controlling sharpness, color reproduction, tonal gradation and noise to produce pleasing photographs.

12-bit A/D Conversion
The digital camera 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, with 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.

High 4x Optical Zoom Ratio
The new DiMAGE S404 has a high power 4x optical zoom lens – a range equivalent to a 35mm-140mm zoom lens on a 35mm camera – that has the flexibility to capture pictures ranging from wide-angle landscapes to intimate portraits.

The One-Touch 2.2x digital zoom gives the Minolta DiMAGE S404 a zoom ratio of up to a 308mm focal length on a 35mm camera. The macro setting on the camera produces sharp close-up images of subjects as near 3.9 inches from the lens.

<u>**Highly Responsive Operation**</u>
A higher pixel count generally means slower operation. However, the DiMAGE S404's high speed LSI with a 32-bit RISC CPU and the 32 MB SDRAM buffer memory ensures responsive and effortless operation.

The DiMAGE S404 is fast. The image capturing interval time of 0.8 second and brisk continuous advance speed of 1.3 frames per second with up to 7 frames (with full-size - 2272x1704 pixels – images in the fine image-quality mode) can transform a passing moment into a priceless memory. With a playback loading time of 0.2 second, images are previewed quickly.

<u>**High Performance Autofocus and Autoexposure**</u>
Using a wide focus area, the cross-hair main autofocus control accurately and quickly determines subject distance, regardless of the horizontal or vertical subject contrast. Focus Area Selection is a flexible tool that singles out a specific subject in the image area by selecting from five spot focus areas. With Minolta's Focus Area Selection, photographers can move the focusing point to single out a specific subject from a number of objects at varying distances.

Users have the option of full-time autofocus, which continually adjusts the focus to keep the subject on the monitor sharp and reduce autofocusing time.

The multi-segment metering technology in the camera uses both light values and color information to accurately calculate the exposure. The DiMAGE S404 uses 270 segments for natural and well-exposed images. Spot-metering is also available for precise exposure control.

<u>**Easy-to-Use Control Layout**</u>
The camera's controls are positioned and designed with a four-way controller and easy-to-read menu for ease of use. The mode dial allows the user to switch instantly between fully automatic recording and multi-function recording for more creative control. A shutter sound effect indicates the shutter has been released.

<u>**Sophisticated Design**</u>
The DiMAGE S404's compact design features a lightweight aluminum body, and is designed to feel comfortable in the hands, making it the perfect choice for people on the go.

<u>**Diverse Functions**</u>
To give photographers the control they want, the Minolta DiMAGE S404 offers a variety of settings and functions. They include:
- A new histogram display to show the luminance distribution of a recorded image
- A new macro and text digital subject program to shoot small letters and business cards
- A selection of exposure modes, including programmed autoexposure (AE), aperture priority and manual mode. Bulb exposure is also available.
- High performance built-in flash
- Digital effects control to control contrast and color saturation
- Exposure compensation and bracketing
- Automatic, preset (daylight, cloudy, tungsten and fluorescent) and custom white balance controls
- Manual focus
- Continuous advance
- Movie recording with audio (up to 60 seconds)

- Voice memo (up to 5 or 15 seconds) with still images
- Built-in self-timer for self-portraits
- Remote control (optional)

<u>DiMAGE Image Viewer Utility Software</u>

The DiMAGE Image Viewer Utility Software allows users to manipulate images using a simple graphics interface. It enables corrections to color, contrast, sharpness and more. The effect of the image controls can be displayed as a ring-around in the variation palette. Correction settings can be saved and applied to different images. The color matching is compatible with most image processing software for accurate reproduction. The software also shows image information such as date, size, file name, focal length in 35mm equivalent, white balance and exposure settings.

Specifications are subject to change without notice.

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