



## **KONICA MINOLTA INTRODUCES THE NEW DiMAGE Xt Biz DIGITAL CAMERA**

*Digital camera and software package delivers excellent images for  
business applications*

**Las Vegas, NV (January 7, 2004)** – Konica Minolta Photo Imaging U.S.A., Inc. introduces the new **DiMAGE Xt Biz** – a digital camera and software package specifically designed for modern business use and personal communication. The DiMAGE Xt Biz, based on the popular DiMAGE Xt digital camera, is the first Konica Minolta digital camera to produce high quality images, image annotation, audio annotation, image validation and text capture for effective business communications. Among the value-added benefits to business users, the DiMAGE Xt Biz is designed to capture images used for effective documentation. It is ideal for use in law enforcement, real estate, insurance, recording conference room white board meeting notes and documenting trade show displays via multiple image and/or audio links.

The DiMAGE Xt Biz digital camera comes bundled with the new DiMAGE Biz Software. DiMAGE Biz Software for PC users allows text annotation, image annotation and audio annotation to be linked to any image file. DiMAGE Biz Software, when used in conjunction with the DiMAGE Xt Biz digital camera, also allows users such as law enforcement agents or insurance agents to validate an image file, allowing them to be able to prove that an image has not been altered or tampered with. If even one pixel has been changed a warning will appear. In addition, when a picture of text on a whiteboard or white paper flipchart is taken with the DiMAGE Xt Biz camera, the DiMAGE Biz software processes that image for clear viewing, allows the user to crop out unwanted frame and chalk rails and adjust perspective for off-axis shots.

“The new DiMAGE Xt Biz digital camera is an ideal business communications tool as well as an easy to use and fun camera for the weekends,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta’s Camera Division. “By easily linking images with text and audio notes, an ordinary business meeting or trade show turns into an extraordinarily well-documented event. Or users can slip this digital camera into their pockets to photograph their vacation.”

The new DiMAGE Xt Biz digital camera allows users to highlight specific details on a recorded image and then link subsequent images or voice memos as references or comments. Up to ten separate images or audio files can be linked to the original image. When the original image is opened into the DiMAGE Biz Software application on a PC, the related images and voice memos are loaded into the software’s comment area and are linked to the area marquees in the original image.

DiMAGE Biz Software makes it simple to transfer data from the DiMAGE Xt Biz digital camera to a PC. Image and audio files recorded with the camera are automatically converted from JPEG and WAVE to the .mdm annotation file format. Annotation files can also be saved in HTML and emf formats allowing them to be shared in common office applications.

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Digital Camera and Software package (cont'd)**

Images of text or line art can be corrected with DiMAGE Biz Software's advanced image-processing tools. Contrast and color can be improved and perspective control can straighten images that were taken at an angle.

The DiMAGE Biz Software's security tag can show if the original image data was changed or not providing even greater flexibility by ensuring there was no fraudulent tampering of data in the digital image files.

**About the DiMAGE Xt Biz Digital Camera**

Konica Minolta's new extremely thin and compact DiMAGE Xt Biz is a 3.2 megapixel digital camera. Similar to the stylish and award-winning DiMAGE Xi, the DiMAGE Xt Biz features the world's fastest start-up time of any digital camera with an optical zoom lens, Konica 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 Biz 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 Biz can be placed as easily as a wallet into a pocket or briefcase. The exclusive folded optical zoom system allowed Konica Minolta to recreate the world's thinnest\*, compact, planar digital camera with a 3x optical zoom. An optional Marine Case is available when the camera needs to be used in harsh environments or withstand abuse at construction sites or industrial locations. The case is water tight down to a depth of 100 feet.

*\* As of February 15, 2003*

**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.ph.konicaminolta.us](http://www.ph.konicaminolta.us).

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