



KONICA MINOLTA INTRODUCES THE STYLISH NEW DiMAGE Scan Elite 5400 FILM SCANNER

New scanner features 5400dpi resolution, a new Quick Scan function, 16-bit A/D conversion, high speed data transfer, and Applied Science Fiction™'s Digital ICE™ technology

Las Vegas, NV (January 7, 2004) – The new **DiMAGE Scan Elite 5400** offers professional quality scans even for those new to film scanning and digital image processing. Konica Minolta's stylish 35mm film scanner combines incredible 5400dpi resolution with advanced features such as Digital ICE image restoration technology from Applied Science Fiction, 16-bit A/D conversion, USB 2.0 connection, a new Quick Scan function and easy-to-use controls. The DiMAGE Scan Elite 5400's high resolution capability can easily make up to full-frame 24 inch photo-quality prints.

"High quality film scanners play an increasingly important role for film-based photographers seeking to convert their important photographs into the digital realm," said Jon Sienkiewicz, vice president of marketing, Konica Minolta's Camera Division. "Now, with the introduction of the new DiMAGE Scan Elite 5400 film scanner, Konica Minolta establishes the high water mark in both quality and ease of use. Not to mention the fact that the design of this unit looks so gorgeous, users will be proud to add it their workstation."

With 16-bit A/D conversion, the new DiMAGE Scan Elite 5400 will reproduce the rich variations in tone and color of an original film image. 16-bit A/D conversion is able to distinguish 65,536 tonal gradations for each color channel – capturing the depth and subtlety of the original film image.

Advanced Technology

The DiMAGE Scan Elite 5400 incorporates several advanced image enhancing technologies allowing users to get the best results possible from their pictures without the need for any complicated software procedures. Featured in this new scanner, Applied Science Fiction's award winning Digital ICE technology which automatically reduces the appearance of dust and scratches as well as other film surface contamination such as fingerprints.

Konica Minolta's unique Grain Dissolver reduces the affect of film grain in the scanned image. And, Konica Minolta's Pixel-Polish tab makes improving picture quality simple. Automatic image-processing corrections are made by clicking on the parameters which best describe the picture; the DiMAGE Scan Utility will instantly show the result. For critical control over image sharpness, the scanner can be manually focused. A large manual focus dial on the scanner unit allows fine adjustments to be made.

Versatility

The DiMAGE Scan Elite 5400 is easily connected to either a PC or Macintosh computer using an IEEE1394 (FireWire) or USB 2.0 interface. Both interfaces have fast data transfer rates, which is important for handling the large image files that can be created with the DiMAGE Scan Elite 5400.

Stylish Design

The outward appearance of the scanner reflects the sophisticated technology used in the DiMAGE Scan Elite 5400. The stylized metal body is the antithesis of the usual drab featureless design of computer

products. The slim, vertical design creates a small footprint to minimize clutter around the computer. And the supplied stand can be used to stabilize the scanner unit.

Based on the designs used with the top-of-the-line DiMAGE Scan Multi PRO, the DiMAGE Scan Elite 5400's film holders use a hinged cover to hold filmstrips and mounted slides. The slide mount holder allows a single slide to be changed without having to eject the holder from the scanner.

Simplified Scanning

The scanner's new Quick Scan function makes initializing the scanner and software as easy as pressing a button. Quick Scan permits the selection among the standard DiMAGE Scan Utility, the Easy Scan Utility, or the Batch Scan Utility as well as setting a short cut to a specific application. The Batch Scan Utility allows large volumes of film to be scanned without having to make individual settings for each image. By simply pressing the scan button on the front of the DiMAGE Scan Elite 5400 a user can activate the utility for each batch of film.

The scanner's Easy Scan Utility simplifies the scanning procedure for users who are new to film scanning and image processing. Simply select the film type, the pictures to be scanned, and how the images are to be used; the scanner will do the rest. Automatic image processing can also be applied. The images can then be saved directly to the computer or printed out on a printer.

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.

All brand names are trademarks and/or registered trademarks of their respective companies.

#####

Contact Information:

Steve Rosenbaum/Leigh Grimm
S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com

Steve Eliasof
Konica Minolta Photo Imaging U.S.A., Inc.
201-574-4282