

## **MINOLTA DiMAGE S304 COMPACT DIGITAL CAMERA OFFERS HIGH-PERFORMANCE WITH FAST, SIMPLE OPERATION**

### *3.34-Megapixel Pocket-Sized Digital Camera features 4x Optical Zoom Range*

**New York City/San Francisco (May 23, 2001)** – Minolta Corporation sets a new standard for compact digital camera performance with the introduction of the new 4x zoom 3.34 megapixel DiMAGE S304. The new DiMAGE S304 is an autofocus digital camera that combines high quality images and automatic features, allowing users to obtain the best photographic results with point-and-shoot design and easy camera operation. It's the ideal choice for a variety of applications and users — personal or business, from novice to enthusiasts.

“Building on our strong success and long history as a camera manufacturer, Minolta has harnessed its expertise to create a high-performance, easy-to-use digital imaging system,” said Brain Miller, vice president of marketing for Minolta Corporation’s Consumer Products Group. “The Minolta DiMAGE S304 packs a high density CCD with high optical zoom magnification, and other great features, into a small, compact size to make it a fun and affordable digital camera solution for consumers looking to get into digital picture-taking.”

Based on similar technology to the new Minolta DiMAGE 7 and DiMAGE 5, the DiMAGE S304 is a compact digital still camera that offers the superb image quality, innovative functions and quick response usually found only in top performing SLR-type digital cameras. Fundamental to the design of this new camera is the core technologies of an ultra high resolution apochromatic lens (Minolta GT LENS), Minolta’s innovative CxProcess<sup>(TM)</sup> Image Processing Technology, plus a high speed Large Scale Integration (LSI) chip and advanced autofocus technologies.

“In designing the new DiMAGE S304 digital camera, Minolta engineers incorporated the most sought after digital camera features into the highest quality digital camera that most consumers will ever need,” said Jon Sienkiewicz, vice president, digital imaging products, Minolta Corporation’s Consumer Products Group.

The new DiMAGE S304 features a 1/1.8 inch-type CCD with 3.34 megapixel resolution. The camera incorporates a 4x zoom apochromatic Minolta GT LENS with AD glass and dual aspherical elements which, combined with a 2x Digital Zoom, provides a wide image capture range. The zoom lens range is equivalent to 35mm -140mm in 35mm and with digital zoom, the range is equivalent to 35mm - 280mm.

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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. Innovative autofocus technology includes both a wide focus area and a focus area selection, allowing photographers to move the focusing point on the LCD monitor.

The DiMAGE S304 offers diverse automatic and manual image control options, including the Digital Effects Control where users can adjust the color saturation, contrast and exposure before saving the image to the Type I CompactFlash Card.

The DiMAGE S304 will be available to consumers in August 2001.

*For more detailed information on features and specifications of the Minolta DiMAGE S304, please refer to the enclosed backgrounder and specification sheets.*

### **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 35mm 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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