

PMA 2001

VISIT MINOLTA AT BOOTH #1925

MINOLTA EXPANDS THE CREATIVE HORIZON OF FLASH PHOTOGRAPHY

*Two new macro flash units enhance close-up capabilities of
Minolta Maxxum camera system*

Orlando, FL (February 11, 2001) – Minolta Corporation, long known for providing high performance tools for its acclaimed Maxxum camera system, introduces today two new versatile and creative macro flash systems – the new Macro Twin Flash 2400 and the Macro Ring Flash 1200 used in combination with the Macro Flash Controller. Professional photographers will especially appreciate the optional AC adapter for even greater flexibility, in the studio or on location.

The new compact and portable **Minolta Macro Twin Flash 2400** offers brilliant effects for creative macro flash photography with easy setup variations. The Macro Twin Flash T-2400 Units feature adjustable flash heads that can be combined with various attachments for diverse creative effects such as wide-angle flash photography, top lighting for a natural lighting effect, or flattering soft lighting. The combination of Minolta's new Macro Twin Flash 2400 and the new **Macro Flash Controller** is ideal for shooting close-up shots of small animals and flowers, as well as small collectibles.

The new **Minolta Macro Ring Flash 1200**, in combination with the new Macro Flash Controller, provides precise and versatile lighting for macro photographs in the medical, scientific, and natural photography fields. It includes the Ring Flash Unit R-1200 – a lighting unit that provides shadowless lighting for accurate rendition of a subject. When desired, each of the unit's four flashtubes can also be illuminated independently to provide more natural lighting effects for very close subjects.

“The versatile Maxxum system now offers more macro flash choices than any other camera system,” said Brian Miller, vice president of marketing, Minolta Consumer Products Group. “We are confident that Minolta Maxxum camera owners will appreciate the creative opportunities these new macro flash units provide. While at the same time we're delighted that business, scientific, and professional users will benefit from the enormous flexibility this expanded flash system offers.”

Pivotal to the Minolta Macro Twin Flash 2400 and the Macro Ring Flash 1200 is the versatile new Macro Flash Controller. In addition to providing accurate through-the-lens (TTL) automatic flash metering control with the Minolta single-lens reflex (SLR) camera system, this new Minolta control unit also features a Manual Flash Control function with seven power levels and creative Custom Functions. Compatible with the Macro Twin Flash 2400 and the Macro Ring Flash 1200, the Macro Flash Controller allows users to select the best custom function that serves their picture-taking purposes. And, for current owners of Minolta's Macro Flash 1200 AF-N, the Macro Flash Controller

- more -

also lets Minolta Maxxum users enjoy the same lighting functions as with the new Macro Ring Flash 1200 and the Macro Flash Controller combination.

Macro Twin Flash 2400

Flexible Twin Flash Unit T-2400 and Twin Flash Arm

The Minolta Macro Twin Flash 2400 provides enormous flexibility in precise positioning of the close-up light source. The T-2400 Twin Flash Units feature adjustable flash heads that are mounted in front of the lens. The dual flash heads can be attached at various angles to each other at 45°, 90°, 135° or 180°, and rotated around the lens. They also tilt vertically, and can be combined with the extendable Twin Flash Arms, providing numerous flash positions. These arms can be used for top lighting, which gives more natural lighting effect to both the subject and foreground.

Twin Flash Diffuser

The Minolta Macro Twin Flash's twin flash diffusers soften the flash to eliminate harsh shadows to create a natural looking image. They can be compactly folded when not in use.

Wide-angle Adapter

The wide-angle adapter extends the coverage of each flashtube from usual 45° (vertical) and 60° (horizontal) for the lens focal length of 35mm, to 60° (vertical) and 78° (horizontal) to cover a lens focal length of 24mm.

Modeling Flash

This modeling flash enables users to preview the effect that a specific flash position will have on the final image and adjust as needed to avoid unwanted or distracting shadows before the exposure is made.

Macro Ring Flash 1200

Shadowless Lighting with Four Flashtubes

The Minolta Macro Ring Flash 1200 includes the Ring Flash Unit R-1200, consisting of four flashtubes aligned at right angles to each other. When fully lit, the flash unit eliminates the subject's shadow and accurately depicts the fine details of the subject.

Natural Lighting with Individually Selectable Flashtubes

Each of the Macro Ring Flash 1200's four flashtubes can be individually selected and used separately or in any combination. By allowing the photographer to select a combination of flashtubes, a wide variety of lighting effects can be achieved to provide natural depth when photographing a close-up subject.

Convenient Focus Lamps

The focus lamps of the unit help locate the subject for easy autofocusing. This is especially useful when photographing in total darkness.

Macro Flash Controller

The new Minolta Macro Flash Controller controls the operation of the Macro Twin Flash 2400 as well as the Macro Ring Flash 1200, to offer accurate flash metering. The controller features Manual Flash Control and Custom Functions.

Manual Flash Control

The Manual Flash Control function lets photographers manually control the flash output by selecting the camera's aperture. This function can be combined with a 7-step Power Level function, giving

photographers precise control of flash output level. The power level can be independently selected for each flashtube.

Custom Functions

The following Custom Functions allow photographers to customize operation to their specific needs:

Duration of Power ON until APO (Auto Power Off)

4 minutes* / 15 minutes / 60 minutes / Always ON

Exposure Mode for Selecting Manual Flash Control

M (Manual) mode only* / P (Programmed AE), A (Aperture Priority), S (Shutter Priority), and M modes

EV Increment for Selecting Power Level

1EV* / 1/2EV

**default settings*

When combined with the Macro Ring Flash 1200, the Macro Flash Controller offers four Custom Functions – three of which are identical to those for the Macro Twin Flash 2400, and the fourth allow users to customize the focus lamps of the Ring Flash Unit R-1200 to remain on until manually switched off.

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 or access Minolta's PHOTOFAX at 800-528-4767.

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