

**PMA 2001**

**VISIT MINOLTA AT BOOTH #1925**

**MINOLTA PARTNERS WITH EPSON TO INTRODUCE PRINT IMAGE MATCHING,  
A BREAKTHROUGH IN CONSUMER DIGITAL PHOTOGRAPHY**

*New technology linking digital cameras and photo printers will deliver  
unsurpassed image quality and ease of use*

**Orlando, FL (February 12, 2001)** – Minolta Corporation announced today that it has partnered with Epson America, Inc. to incorporate Epson's revolutionary new PRINT Image Matching technology in future releases of Minolta digital cameras. PRINT Image Matching ensures that digital cameras and printers work together perfectly to produce photographs that print truer-to-life than ever before. Epson will include PRINT Image Matching in all future photo printers.

Until now, it has been challenging to get the most accurate prints on a consistent basis when printing the same digital camera image from different software programs. This has occurred because software programs set their own unique print commands. Furthermore, while digital cameras can capture images in a wider color space, printers haven't been able to access the data because the digital camera image files were optimized for the limited computer monitor color space. Now, PRINT Image Matching-compatible printers seamlessly utilize the precise print quality instructions and color space embedded in the digital camera file, resulting in a printed image that accurately reflects the image captured through the camera lens.

"Whether you're capturing images of friends and family or using images to enhance business communications, the quality of the image you see is important to its impact," said Jon Sienkiewicz, vice president of digital imaging, Minolta Corporation's Consumer Products Group. "The PRINT Image Matching capability that will be integrated into future Minolta digital cameras will ensure that our digital camera customers will be as delighted with the printed results as they are with how fun and easy it is to take great pictures with a Minolta digital camera."

"PRINT Image Matching will undoubtedly revolutionize the consumer photographic market by making it more enticing for average households to use digital cameras," said Keith Kratzberg, director of photo imaging, Epson. "This technology makes it easier to get consistent digital photographic prints of incredible quality. Because the technology works by putting more control of the photographic process in the camera than ever before, PRINT Image Matching creates new opportunities for both digital camera developers and photographers."

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### **About PRINT Image Matching**

With PRINT Image Matching technology, the digital camera manufacturer can set critical image specific parameters for printing, such as gamma level, color space, contrast, sharpness, brightness, saturation, shadow point, highlight point and color balance, to ensure optimum results for each digital camera model. The camera saves this ideal print information in each image data file. PRINT Image Matching-compatible printers then use this information when printing the image to ensure that they most accurately reproduce the image created by the camera.

Using a PRINT Image Matching-enabled Minolta digital camera, the photographer simply points and shoots in automatic mode or selects an image type like portrait, landscape, macro, scenery, or sport and snaps a picture. The print commands for photos taken in macro mode may emphasize sharpness and clarity, for example, while those taken in portrait mode could highlight soft focusing and subtle flesh tones. Additionally, the gamma setting data will reflect the original brightness of the image, while the wider color space setting of the digital camera will provide access to previously unavailable color data resulting in truer colors overall. The photographer's original intentions are automatically reflected in the printed image. PRINT Image Matching will deliver new levels of image consistency and produce unsurpassed photo quality.

### **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.

### **About Epson**

Epson offers an extensive array of award-winning image capture and image output products for the consumer, business and graphic arts markets. The company is also a leading supplier of value-added point-of-sale (POS) solutions for the retail market. Founded in 1975, Epson America Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. Epson America Inc. is headquartered in Long Beach, Calif.

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**Contact Information:**

**Minolta Corporation**

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

Leo Derkowski/Shannon Tramacera, APR  
MC<sup>2</sup>  
518-477-2575  
mcc@marcomcon.com

Barry Smith  
Minolta Corporation  
201-818-3512  
bsmith@minolta.com

**Epson America, Inc.**

Kristine Snyder  
Epson America, Inc.  
562-290-4026  
kristine\_snyder@ea.epson.com

Kylie Ware  
Walt & Company  
408-496-0900, ext. 1069  
kware@walt.com