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## **MINOLTA UNVEILS NEW CORPORATE THEME: “THE ESSENTIALS OF IMAGING”**

**Orlando, FL (February 11, 2001)** – In a move calculated to leverage the company’s imaging technologies and to galvanize the organization to achieve market leadership in its business areas, Minolta Co., Ltd., and its North American subsidiary, Minolta Corporation, announced a new company theme, “The essentials of imaging” today at the Photo Marketing Association International Trade Show.

“ ‘The essentials of imaging’ is just not a theme line,” said Yoshikatsu Ota, president, Minolta Co., Ltd, Osaka, Japan. “It is a statement of a vision which will define our approach to markets, our product development, and our corporate structure.”

Minolta's new theme is intended to serve as Minolta's corporate direction for the 21<sup>st</sup> Century, communicating the company's determination to create products and services that are essential to the world of imaging.

“ ‘Essential’ is the key word,” said Mr. Ota. “All of us want to be considered ‘essential’ in our business. We want to be able to say proudly and with absolute conviction that we play an indispensable role in the field of the creation and application of image data. We intend to maintain an unwavering focus on this objective.”

Corporate efforts will concentrate on the three most important aspects of imaging: the quality of images, the tools and methods for creating images, and the creation of environments for the application of images. “The essentials of imaging” will also be the theme that ties together Minolta's marketing plans for cameras, binoculars, printers, copiers, optical instruments, software, and advanced imaging and sensing technologies.

“All of our business units are determined to bring original thinking to every aspect of imaging -- the capture, processing, output, sharing and application of images,” said Hiro Fujii, president, Minolta Corporation, Ramsey, New Jersey. “Originality is the inherent value of Minolta. In the months and years to come, we will leverage this originality into a formidable competitive advantage as we forge ahead in developing bold new fields of operation and building customer value.”

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**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 35 mm 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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