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KONICA MINOLTA INTRODUCES THE NEW MAXXUM 50 35MM SINGLE-LENS REFLEX CAMERA

*Fully automatic operation provides the point-and-shoot simplicity that the
beginning photographer depends on*

Las Vegas, NV (February 12, 2004) – Konica Minolta introduces today an affordable new entry level 35mm Single-Lens Reflex (SLR) camera – the Maxxum 50. Featuring a Wide 3-Point autofocus (AF) System for increased focusing confidence, Predictive Focus Control for moving subjects, Full-Auto Program for no-fuss shooting, and Subject Program Selection for the best photos in any situation or lighting, this film camera is ideal for photographer of all skill levels.

“Konica Minolta’s easy-to-use new Maxxum 50 provides outstanding image quality with the added versatility of our line of high quality interchangeable lenses,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta’s Camera Division. “With the introduction of this new camera Konica Minolta has accomplished what everyone said couldn’t be done—combined the high image quality of SLR photography at a very affordable price.”

Features

Multi-dimensional Predictive Focus Control

Like the name suggests, this function keeps a clear focus on fast-moving subjects until the photographer is ready to shoot, predicting exactly where a moving subject is going to be at the moment of shutter-release and making certain that the focus is razor sharp.

Full-Auto Program (P) Mode

Users simply select the green-colored P Mode on the selection dial, and the camera handles everything. The Maxxum 50 focuses perfectly on the subject and adjusts exposure automatically. The built-in flash unit pops up automatically when needed.

Versatile Exposure Modes

The Maxxum 50 offers four exposure modes: P (programmed AE), A (aperture priority), S (shutter priority) and M (manual) exposure modes that ensure photographs convey the user’s intentions perfectly every time the shutter is pressed.

Subject Program Selection for All Photo Situations

Users choose the appropriate icon and the desired exposure setting, and the Maxxum 50 does all the work. The following 5 pre-programmed modes allow users to shoot a particular scene beautifully with the touch of a dial.

- **Portrait Mode** creates portraits with emotional power. By blurring the background while keeping the subject in sharp focus, this mode creates dramatic portrait shots.
- **Landscape Mode** controls the depth of field, putting both a subject in the foreground and scenery in the background in clear focus and sharp detail.
- **Close-Up Mode** lets photographers take dramatic close-ups of small subjects, such as flowers. This mode captures subject details while keeping distracting backgrounds out of focus.
- **Sports Action Mode** is the best choice for shooting a moving object. Super-fast continuous AF and high shutter speeds freeze a subject and capture clear, sharp detail.
- **Night Portrait Mode** adds greater expression to shots taken at night or with sunset backgrounds by using the flash and a longer exposure to reduce background darkness and capture a greater amount of detail.

ADI flash metering

When using a D series lens, ADI (Advanced Distance Integration) metering*¹ ensures proper flash exposures regardless of background or subject reflectance.

**1 When using a dedicated flash unit: 5600HS(D), 3600HS(D) or 2500(D)*

Spherical Acute Matte

Like its more expensive counterparts, the Maxxum 50 features a Spherical Acute Matte focusing screen that enhances the brightness of the viewfinder and makes focusing easier. Viewer magnification has been rated to 0.75x.

Design that's Fresh and Familiar

High-contrast silver and black give the Konica Minolta Maxxum 50 a sleek look that highlights the SLR camera's reliability and dependability.

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

**Konica Minolta Introduces Maxxum 50 -3-
35mm SLR Camera (cont'd)**

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.

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