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## **KONICA MINOLTA INTRODUCES THE NEW MAXXUM 70 35MM SINGLE-LENS REFLEX CAMERA**

*Fully featured compact SLR features high-performance autofocusing, state-of-the-art exposure metering, and a wide range of exposure control modes at an affordable price*

**Las Vegas, NV (February 12, 2004)** – Konica Minolta introduces today a new stylish, fully featured and very affordable 35mm Single-Lens Reflex camera – the Maxxum 70. Featuring a Wide Center-Cross 9-Point autofocusing (AF) Sensor for increased focusing confidence, Multi-dimensional Predictive Focus Control for moving subjects, Direct Manual Focus (DMF) for fine-tuning focusing, and a continuous advance speed of 3 frames per second<sup>\*1</sup>, this camera is perfect for both novices and enthusiasts alike.

“The new easy-to-use Konica Minolta Maxxum 70 brings back the thrill of SLR photography,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta’s Camera Division. “The Maxxum 70 is the perfect SLR camera for photographers who want to have fun while learning about photography. And in terms of price, functionality, quality, and reliability, the Maxxum 70 is in a class by itself.”

### **Features**

#### **Wide Center-Cross 9-Point AF Sensor**

Proprietary Wide 9-Point AF Sensor with center cross-hair trigger sensor provides increased focusing confidence. Freedom of composition when shooting stationary objects and excellent focusing ability for moving objects mean users get crystal-clear images with a minimum of fuss. The new Wide Center-Cross 9-Point AF system covers not just the vertical and horizontal aspects from the centerpoint, but diagonally into all four quadrants of the frame.

#### **Multi-dimensional Predictive Focus Control**

Like the name suggests, this function keeps a clear focus on even fast-moving subjects calculating exactly where a moving subject is going to be at the moment of shutter-release and making certain that the focus is razor sharp. Autofocusing (AF) speed is one of the greatest strengths of this model. It means users are always ready to capture the photographic moments that they want to preserve forever.

#### **DMF (Direct Manual Focus) Mode<sup>\*2</sup>**

This mode allows users to quickly adjust focusing after the focus is locked in AF mode. Pressing the shutter release half way activates and locks AF, in addition to releasing the internal clutch. This frees the focus ring, permitting photographers to focus manually, primarily for close-up or portrait shots. This gives the convenience of autofocusing, plus the additional creative control of

manual focusing, without changing modes or settings. This simplicity allows even novice photographers to step up to advanced photography techniques.

**Diopter Adjustment Function**

The Diopter Adjustment function permits fine control of the viewfinder. This means that even eyeglass wearers can comfortably use the camera's viewfinder.

**Depth-of-Field Preview**

The ability to continuously monitor the depth of field of images makes it easy to ensure the subject and background are both in focus, and to check focus during macro photography.

**Continuous Advance Speed of 3 Frames Per Second<sup>\*1</sup>**

Users simply hold down the shutter-release button to capture shot after shot of a moving subject.

**Optional Metering Modes Give Easy-to-Use Advanced Functions**

Three optional metering modes—14-Segment Honeycomb-Pattern Metering, Center-Weighted Average Metering, and Spot Metering—help users master the subtleties of exposure and get the very best out of each subject and lighting condition.

**Flash Modes for Better Pictures, Easily**

The Fill Flash Mode enhances backlit subjects by lightening up shadows, Flash Cancel Mode makes the most of soft, natural lighting, and Red-Eye Reduction eliminates unwanted red-eye caused by nighttime flash shots.

**ADI flash metering**

Program / Maxxum Flash 5400HS, 5600HS(D) or 3600HS(D) High-Speed Sync lets photographers shoot in backlit situations using wider than customary apertures with the built-in flash and normal sync speeds. When using a dedicated flash unit<sup>\*3</sup> and a D series lens, ADI (Advanced Distance Integration) metering ensures proper flash exposures regardless of background or subject reflectance.

*\*1 When flash is canceled in MF or single-shot AF mode with fresh battery, without using date imprinting.*

*\*2 When used in conjunction with a D-series lens*

*\*3 When using a dedicated flash unit: 5600HS(D), 3600HS(D) or 2500(D)*

**Design**

The Maxxum 70 camera body features a metallic casing. The critical control areas of the camera, such as the mode / function dials and front grip, are comfortably coated in rubber so users can move and take pictures quickly with complete confidence of control.

**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 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](http://www.ph.konicaminolta.us).

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