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KONICA MINOLTA INTRODUCES 8 MEGAPIXEL SINGLE LENS-REFLEX (SLR)-TYPE DIGITAL CAMERA WITH BODY INTEGRAL ANTI-SHAKE TECHNOLOGY

*New DiMAGE A2 features ultra-fast operation and high-speed start-up
as well as several professional-type functions*

Las Vegas, NV (February 12, 2004) – Konica Minolta introduces the DiMAGE A2 SLR-type digital camera, a camera that inherits the excellent image quality and performance of the original DiMAGE A1 while being able to provide photographers with quality digital photographs comparable to an SLR camera. The DiMAGE A2 incorporates a high-quality 8-megapixel CCD and Super Fine Electronic Viewfinder (EVF) outperforming the previous model's resolution by 4 times to achieve extremely clear VGA-level images when both shooting and viewing.

Featuring a fast, innovative new 3D autofocus (AF) system (1.5 times faster than the DiMAGE A1) with 3D Predicative Focus Control and Movement tracking, a fast built-in f/2.8 – 3.5 7x optical zoom lens, Anti-shake function for still images and VGA quality movies, CxProcess II Image Processing technology, the world's first VGA-resolution Viewfinder (approximately 922,000 pixels), UHS Continuous Advance rate of 7 frames per second, high-speed USB 2.0 support and compatibility with portable and studio flash systems, the DiMAGE A2 provides the tools digital photographers need to express their creativity and solve visual problems. In addition, Konica Minolta has also introduced new remote imaging software for use with the DiMAGE A2, the new DiMAGE Capture software, for enhanced creative capabilities.

“The new DiMAGE A2 digital camera represents a new generation of high-end digital camera quality and performance from Konica Minolta,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta's Camera Division. “The DiMAGE A2 provides creative digital photographers with excellent image quality in virtually any photographic situation. And multiple professional-type functions which fully utilize the camera's optical and image-processing technologies will please even the most demanding photographer.”

The DiMAGE A2 comes equipped with an 8-megapixel 2/3-inch progressive primary-color CCD with 8.0 million effective pixels for super-high-resolution, making even individual hairs or the threads of a suit stand out in sharp detail. The 7x optical Konica Minolta GT APO lens ensures that light reaches the CCD sensor with maximum fidelity. Plus, Konica Minolta's CxProcess™ II image-processing technology ensures that the colors reproduce just the way the photographer sees them.

**Konica Minolta Introduces DiMAGE A2 -2-
Digital Camera (Cont'd)**

The DiMAGE A2's Super Fine electronic viewfinder (EVF) is sharp and clear thanks to a high-density display composed of 922,000-pixels, 4 times as many as the previous model. The EVF has also evolved to make digital photography even more of a pleasure. Precise focusing is amazingly easy, allowing the photographer to see the tiniest details in the most realistic colors. Switching into Smooth Mode provides 60 frames per second, making it a easy to focus on fast moving subjects.

As in the DiMAGE A1, the new DiMAGE A2 is equipped with an Anti-Shake function. The camera incorporates CCD shifting technology to minimize the effect of camera shake up to 800%. Konica Minolta's proprietary Anti-Shake function delivers a highly effective way to take high-quality images with hand-held shooting under telephoto and low lighting situations, even when a relative novice is handling the DiMAGE A2.

The DiMAGE A2's fast f2.8 – f3.5 7x optical zoom lens features an advanced apochromatic (APO) lens design employing anomalous dispersion (AD) glass to minimize chromatic aberration at all focal lengths and produce sharp, contrasty images. With a focal range of 7.2mm to 50.8mm, it is equivalent to a 28mm to 200mm zoom lens in 35mm format.

Konica Minolta's 3D AF provides seamless subject tracking as it focuses on moving subjects to capture sharp, high-quality images, even when they are coming straight toward the camera along the X-, Y-, and Z-axes of the picture frame. Pressing the shutter release button launches the 3D Predictive Focus Control, which calculates exactly where the subject will be and accurately focuses on that point at the time of exposure. The AF speed outstrips anything in its class for any SLR-type digital camera with non-interchangeable lens 5x or greater optical zoom.* The 3D AF and the focus speed combine to give hassle-free focusing.

**As of December 1st, 2003*

The DiMAGE A2 also features high-quality movie recording at 544 x 408 pixels with audio at 30 frames per second, a resolution that looks great even when viewed on a TV screen. And the bundled video editing software turns users into movie makers.

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 DiIMAGE A2 -3-
Digital 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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