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## **KONICA MINOLTA INTRODUCES 3.2 MEGAPIXEL DiMAGE Xg DIGITAL CAMERA**

*Thin, stylish and featuring the world's fastest start-up time\*, this new DiMAGE lets photographers take beautiful pictures anywhere, anytime*

**Las Vegas, NV (February 12, 2004)** – Konica Minolta introduces the new 3.2 megapixel DiMAGE Xg digital camera. Based on the stylish design of the DiMAGE Xt digital camera, the new DiMAGE Xg is a thin, compact and lightweight camera that allows photographers on the go to take high-quality pictures in any place and at anytime. But differing from the DiMAGE Xt, this camera features an even faster start-up time of approximately 0.8 seconds, so photographers will never miss a photographic moment. In addition, the DiMAGE Xg features automatic digital subject program modes, a larger LCD monitor (1.6-inches), a continuous advance of 2 frames per second, multi-frame drive, image pasting, night movie mode and is PictBridge compatible.

“We combined the best features of Konica Minolta's award-winning DiMAGE Xt and the fun and ease-of-use characteristics of our popular DiMAGE X20 to create a dynamic new model that further enhances our line of compact yet powerful digital cameras,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta's Camera Division. “The DiMAGE Xg packs the popular features that today's consumers are seeking into an inviting take-anywhere design that's already a proven winner.”

### **Features**

#### Slim Design with Folded Optical Zoom

The DiMAGE Xg weighs only 4.2 oz. and, at just 0.79 inches thick, boasts a compact body, even during zooming thanks to the sophisticated folded optics which eliminate the standard protruding zoom lens and keep the DiMAGE Xg's design ultra-slim. The 3x optical zoom lens is adjusted internally and quickly gets photographers extremely up close to their subject, while the 4x digital zoom lets users seamlessly extend their shooting range to 12x zoom.

#### Fast Start-Up

With the world's fastest start-up time\* of approximately 0.8 seconds, users will never miss a photographic moment. Just turn on the DiMAGE Xg and it's ready to take great pictures immediately.

\* As of January 1, 2004, for 3.2-megapixel, 3x optical zoom models.

#### Simple, Beautiful Photography

With the Automatic Digital Subject Program Selection function, the DiMAGE Xg automatically

judges the situation and selects the most suitable photo mode, allowing users to shoot a variety of subjects in various conditions with optimal results. For example, the camera automatically controls color reproduction, contrast, and sharpness according to the scene. Program Selection can be used to choose from four scenes: portrait, sports action, landscape, and sunset. In addition, users can select night portrait/night view settings.

- **Portrait:** For beautiful portrait shots with softer skin color reproduction; even hair and eyelashes come out sharp.
- **Sports Action:** Faster shutter speed ensures that a moving subject stays in focus.
- **Landscape:** The entire frame, from foreground to distant background, stays in sharp focus.
- **Sunset:** Faithfully reproduces the subtle hues of red at sunrise and sunset.
- **Night Portrait/Night View:** Night View is great for nighttime illuminated scenes such as city lights. Night Portrait effectively photographs people against a nighttime backdrop.

#### Superbly Clear Images

Konica Minolta's CxProcess™ II image processing technology incorporates characteristics like smooth gradations, natural skin tones, and brilliantly clear colors for images that are more natural and lifelike. The DiMAGE Xg's 3.2 megapixels capture fine lines and intricate details for stunning digital images, and unique folded optics maximize the capability of the CCD. The slow shutter speed and Dark-Noise Reduction combine to prevent graininess and give exceptional night photos with clearly contrasted dark tones.

#### Wide 5-Point AF (Autofocus)

A Wide 5-Point AF area allows for flexible, accurate focusing. The wide AF area is composed of 5 local focus areas, and users can switch between wide focus area and spot focus point, which allows photographers to focus on a central area. Macro lets users get up close and personal with their subjects. In fact, photographers can get as close as 5.9 inches at all focal lengths, without changing shooting mode, for crisp, detailed shots.

#### Versatile Movie Shooting and Editing

In Movie mode, the DiMAGE Xg can record longer movie clips, at resolutions of 160 x 120 or 320 x 240 pixels, onto the SD memory card for as long as its capacity will allow. Added to the standard frame-rate of 15 frames per second is a 30 frames per second mode for smoother moving images. The Night Movie function allows users to video even in dimly lit locations. The DiMAGE Xg boasts a Movie Editing function, meaning photographers can both shoot and edit their digital movie on the camera. Photographers can also cut out unwanted parts of a video clip, as well as extract still images.

#### Easy to Operate

The DiMAGE Xg has a number of convenient, easy-to-use functions. The Mode Dial allows easy, stress-free still, movie, and audio recording operation. The Quick View/Delete button allows users to play back or delete images they've just taken. Key Customization lets users register their most frequently used settings by setting from 4 features on the recording mode menu for right and left key operation during shooting.

#### Low Power Consumption

The DiMAGE Xg is designed to be power efficient, so photographers can take up to 220 frames\* or up to approximately 2300 frames\*\* in continuous advance speed on a single battery charge.

\* Based on CIPA (Camera & Imaging Products Association) measurements, when using standard batteries (lithium-ion) and a memory card (SD, 16 MB).

\*\* Based on Konica Minolta's standard test method:

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*Drive mode: Continuous, NP-200 lithium-ion battery, LCD monitor off, 640 x 480 image size, Standard image quality, no instant playback, no voice memo, no flash.*

Direct Camera-to-Printer Printouts

The DiMAGE Xg can printout photos directly to a PictBridge\*-compliant printer without having to go through a personal computer.

*\* PictBridge is an industry standard established by the Camera & Imaging Products Association (CIPA).*

More Functions for More Ways to Enjoy

To give photos a nostalgic touch, users simply select either vivid black & white images or delightfully eye-catching sepia pictures. In addition, user will enjoy the enhanced functionality of Image Pasting for overlaying selected parts of a recorded image in their choice of 9 picture frames, and Multi-Frame Shot for transforming 9 consecutive multi-frame images into one.

Voice Memo and Audio Caption can record up to 15 seconds of sound: Voice Memo records immediately after a shot has been taken and Audio Caption records simultaneously during playback. Users can also record 180 minutes of audio. With Remote Camera Function, photographers can use standard Windows® programs like Microsoft NetMeeting to teleconference with users anywhere in the world by simply connecting the DiMAGE Xg to their PC with a USB cable. The DiMAGE Xg can be used to convert high-resolution images to a lower resolution, either 640 x 480 or, for e-mail attachments, 160 x 120. Photographers can also reposition and enlarge part of a captured image and save it as a separate file using Crop Frame.

The Date Imprinting feature eliminates the need to turn on the date code by automatically imprinting the date that pictures were taken. Photographers can use the DPOF\* settings to choose whether to have these dates on the photo prints.

*\* DPOF (Digital Print Order Format) is a standard developed by Canon, Kodak, Fuji Film, and Matsushita Electric, intended to record information such as images to print in memory media.*

Upgraded Optional Accessories

The water- and dust-proof marine case—the smallest and slimmest\* of its kind—makes the DiMAGE Xg perfect for taking climbing, fishing, camping, or skiing. With the Marine Case MC-DG300, adventurous photographers can take the camera down as far as 98 feet underwater.

*\* As of January 1, 2004, for a water- and dust-proof 3x zoom digital camera good for depths as far as 98.4 ft.*

**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

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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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