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Konica Minolta Introduces New QA Color Papers Designed for Digital Imaging

New Konica Minolta QA Paper Centuria Offers Superb Digital Exposure Tonal Range Through Newly Developed "New EXRED" Technology*

Konica Minolta QA Paper Impresa High-End Digital Color Paper Adopts Stiffer Paper Base to Elegantly Display Precious Memories

Las Vegas, NV (February 12, 2004) – Konica Minolta Photo Imaging U.S.A., Inc. introduces two new color papers specifically designed for digital imaging – **Konica Minolta QA Paper Centuria for Digital** using Konica Minolta's newly developed New EXRED Technology, and **Konica Minolta QA Paper Impresa for Digital**, an elegant high-end digital color paper on a thicker base. Both products will be available in May 2004.

New Centuria for Digital color paper is specially designed for digital imaging and features dramatically improved responsiveness to digital exposure. Konica Minolta's Newly developed New EXRED Technology delivers optimum performance with digital exposure where exposure times are extremely short, providing for a wide tonal range from highlights to shadows. This paper also has the power to render the finest details of textured areas and minute features of photographic subjects. The new paper is an ideal match for the Konica Minolta R-series digital minilabs, delivering richer gradations and superb detail.

New Impresa for Digital is a high-quality digital color paper that utilizes a new emulsion with powerful reproduction capabilities, as well as a thicker paper base to produce stiffer prints with an elegant finish. The IMPRESA watermark on the back of the paper further reinforces the sense of richness and high quality.

Major Features

- **Newly developed EXRED technology evokes the true texture of the subject**

In digital image formation, it is often difficult to achieve sufficient print density because the exposure times in digital imaging are extremely short. Konica Minolta's newly developed EXRED Technology, featured in Centuria for Digital color paper, uses a new emulsion technology based on quick chemical reactions to cause the color dyes to form rapidly even with the short exposure times typical of laser beam illumination and the new S.E.A.D. exposure technology of the Konica Minolta R-series digital minilabs. This enables faithful rendering even down to fine halftone gradations in shadow areas which has been difficult to achieve with digital output in the past.

- **AFB (Advanced Fluorescent Brightening) and OHC (Optimum Hue Control) technologies for improved background whiteness, and AWAC^{*2} Technology to increase brightness**

In addition to AFB and OHC technologies designed to improve white backgrounds, the new papers feature AWAC Technology to further improve background whiteness by significantly reducing residual coloring components in the white areas of the print. This makes it possible to obtain beautifully sharp, crisp highlights as well as consistent color balance even in fully saturated areas, enabling images which have been difficult to reproduce with conventional digital prints to be rendered naturally with high contrast.

- **Superb color reproduction for accurate color image rendition**

A newly designed CCR Coupler^{*3} provides improved processing stability by reducing the impact of developer solution oxidation. This innovative emulsion technology delivers superb color reproduction with balanced hues. The fact that fresh, lively color reproduction—from vivid primaries to subtle neutrals—can always be achieved means that colorful manipulated images that make intensive use of digital data are beautifully reproduced without detracting from the intended image.

- **Impresa for Digital for stiffer prints that exude elegance**

Impresa for Digital takes full advantage of rendering power provided by the various technologies applied in Centuria for Digital, but uses a thicker paper base to deliver stiffer prints with an elegant finish.

- **Long-Term Storage Stability**

These papers feature “Konica Minolta Long Life100 Print” archival technologies, which have established an excellent reputation in the field. This means that prints made on these papers and stored in albums will retain important memories without long-term changes.

- **Environmentally friendly product with reduced levels of hazardous substances**

Centuria for Digital features significantly reduced levels of hazardous substances contained in the coupler solvents. In addition to high image quality, an important development aim was to create an “eco-friendly paper” with low environmental impact.

**1 New EXRED (Excellent Response to Digital Exposure) Technology*

EXRED Technology controls the photoelectrons generated by optical absorption through careful design of the detailed internal structure of the silver halide particles. As a result, it offers a superb tonal range and high Dmax even under the extremely short-term exposure conditions typically found in digital exposure.

**2 AWAC (Advanced Whiteness Accelerated Compound) Technology*

Konica Minolta has previously attained both a bright, white ground and imaging consistency, difficult factors to achieve, and has improved ground whiteness to a marked degree by significantly reducing the level of residual coloring components in white areas of the print. This new AWAC Technology now achieves a white background that appears attractive to the human eye under a wide range of processing conditions.

**3 CCR (Chemical Control Robustness) Coupler*

Precisely controlling the chemical properties of the color coupler keeps variations in density and deviations in color balance to a minimum, enabling a marked improvement in the consistency of the development process. By attaining both coupler absorption and sharpening at the same time, a wide color reproduction range and vivid color reproducibility is gained.

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.

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