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Konica Minolta Introduces a New Generation of Digital Display Materials and Super Glossy Print Film With Wide Tonal Reproduction

*Konica Minolta Display TRANS/CLEAR for Digital Type D1
Konica Minolta SUPER GLOSSY for Digital Type D1*

Las Vegas, NV (February 12, 2004) – Konica Minolta Photo Imaging U.S.A., Inc. introduces two new display materials featuring dramatically improved responsiveness to digital exposure to achieve a wide tonal reproduction range. **Konica Minolta Display TRANS/CLEAR for Digital Type D1**, a new-generation transparent display material, and **Konica Minolta Super Glossy for Digital Type D1** super-glossy print film, will be available beginning in May 2004.

“These new-generation Display TRANS/CLEAR for Digital Type D1 transparent display material and Super Glossy for Digital Type D1 print film provide solid support to the printing businesses for a wide range of uses, from preparing large-size product display transparencies and full-size portraits, to commercial prints,” said Dan Wynne, vice president consumer marketing, Konica Minolta Photo Imaging, U.S.A. Inc.

Extremely short exposure times are essential to digital imaging, but conventional display materials have not been able to fully reproduce the information content of digital images. Konica Minolta’s new Display TRANS/CLEAR for Digital Type D1 features dramatically improved responsiveness to digital light exposure such as laser digital printers, and can reproduce a wide tonal range from highlights to shadows. Especially in shadow areas, the remarkably high density results in deep, rich, high-contrast blacks. Highlights are also clearer and more sharply delineated, enabling the creation of bright, beautiful transparent display prints with vivid color reproduction and superb image quality.

In addition, new Super Glossy for Digital Type D1 is a super-glossy print film that uses a white PET base. In addition to excellent compatibility with digital printers, it offers a translucent finish with a 3-D feel in a bright, mirror-like super-glossy material.

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,

**Konica Minolta Introduces New Display Film -2-
And Glossy Print Materials (cont'd)**

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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