

## **Backgrounder**

# ***New Konica Minolta 5.0-Megapixel Digital Camera: The DiMAGE Z20***

### **Product Highlights**

- 8x optical Mega Zoom and 4x digital zoom combine for 32x total zoom
- Rapid AF with Predictive Focus Control
- Fastest startup in its class\*<sup>1</sup>—the DiMAGE Z20 is ready to shoot in approximately 0.5 second \*<sup>1</sup>
- High performance lens and 5.0-megapixel CCD with CxProcess™ III high-quality image processing technology
- Four AA alkaline batteries power the DiMAGE Z20 for an amazing 450 frames, the most in its class\*<sup>2</sup>
- Macro mode for close-ups as near as 1 cm from the subject
- Approximately 14.5MB of internal storage allows recording and playback without removable storage media
- 26mm wide-angle shooting (35mm equivalent) with the optional Wide-angle Converter ZCW-200

### **Features**

#### **8x Optical Mega Zoom**

The new DiMAGE Z20 offers photographers a wide shooting range – the 8x optical zoom lens provides focal lengths from 36-290mm (35mm equivalent) while providing focal lengths up to 1160mm (35mm equivalent) when combined with the 4x digital zoom. With the 8x optical zoom and the 4x digital zoom combining for a 32x total zoom, the DiMAGE Z20 is ideal for taking distance shots at sporting events or capturing far-away landscapes.

The Konica Minolta DiMAGE Z20 incorporates a high performance 8x optical lens consisting of 11 elements in nine groups that includes two aspheric lens elements. With two aspheric lenses, the DiMAGE Z20 corrects various kinds of optical aberrations in the zoom range and renders beautiful, homogenous, distortion-free images from the center to the edges.

#### **5.0-Megapixel CCD for Beautiful Prints**

The 5.0-megapixel, 1/2.5 inch CCD produces plenty of detail for creating high-quality enlargements—as big as 6x8 inches at 300-dpi print resolution. In addition, the CCD's primary color filter offers high color fidelity.

#### **Superbly Detailed Images with CxProcess™ III**

The DiMAGE Z20 incorporates CxProcess™ III, the latest evolution of Konica Minolta's proprietary image processing technology. This means even higher resolution and the ability to capture the subtlest details of texture, resulting in photos that look as natural as the subject itself.

Fastest Startup in Its Class\*<sup>1</sup>

The DiMAGE Z20 boasts an amazingly fast and smooth startup. Just switch the camera on and it's ready to start taking great pictures in just approximately 0.5 second\*<sup>1</sup>.

Rapid Autofocus (AF) with Predictive Focus Control

Thanks to a hybrid rapid AF combining a passive AF sensor with the video AF system, focusing takes approximately 0.3 second\*<sup>3</sup>. The DiMAGE Z20 includes Predictive Focus Control, which allows users to capture sharper images of moving subjects—like a child running in the backyard.

Up to Approximately 450 Frames on Four AA Alkaline Batteries

The DiMAGE Z20's power-saving design allows users to take up to approximately 450 pictures before the four AA alkaline batteries run out. This is more images than any other digital camera in its class\*<sup>2</sup>.

Get as Close as 0.4 inches with Macro Mode

Using the camera's Macro mode, users can shoot amazing close-ups by bringing the lens as close as 0.4 inches from their subject.

PASM Exposure Control and Metering Modes

The DiMAGE Z20 offers incredible control over exposure. There are four modes: Program, Aperture Priority, Shutter Priority, and Manual. The DiMAGE Z20 has three metering modes: Multi-segment, Center-weighted, and Spot. Multi-segment metering uses 256 segments to determine exposure.

Automatic Digital Subject Program Selection

Automatic Digital Subject Program Selection automatically chooses the best recording mode for images. Users can also manually select from Portrait, Sports action, Landscape, Sunset and Night portrait modes.

Switch Finder

The DiMAGE Z20's Switch Finder function allows users to view the LCD monitor images through the viewfinder (Viewfinder display) or on the LCD monitor itself (Monitor display). There is no color, contrast, or resolution difference between the images on the viewfinder and the LCD monitor because both are the same image. The viewfinder was designed with a large apparent angle of view so the image is large and clear.

Progressive Capture

The DiMAGE Z20 allows users to take high-speed consecutive shots at approximately 1 frame per second. Hold down the shutter release and the DiMAGE Z20 captures consecutive images onto the buffer memory (SDRAM). Release the shutter and the last six shots are recorded onto the memory card. This function is handy for shooting sports events or for recording and improving form in personal sports training situations.

Key Customize

For added flexibility and convenience, the flash button can be customized to handle different settings. This means that instead of going through the menus on the LCD, users can use the flash button to change settings like the drive mode, white balance, focus mode, color mode, or sensitivity.

PictBridge\*<sup>4</sup>-Compliant

Forget all about complicated connections with a PC. Get fast, fun printouts directly from the

camera by connecting the DiMAGE Z20 to a PictBridge\*<sup>4</sup>-compliant printer. Users can check which images they want to print on the DiMAGE Z20's LCD monitor and then print out their favorites in no time at all.

#### VGA Movie Recording

The DiMAGE Z20 can record movies without sound. It records 15-frames per second VGA-size (640x480) movies, which are much easier to view during playback than conventional QVGA-size (320x240) movies. It also records 320x240 movies at either 30 frames per second or 15 frames per second. The XR (Extended Recording) Movie mode lets users record longer movie clips onto the SD memory card until the memory card is full. Night Movie uses high camera sensitivity to record under extreme low-light conditions. And Movie Frame Capture lets users select their favorite scenes from a movie and save them as still images.

#### Compact and Easy to Operate

The DiMAGE Z20's design is advanced yet familiar and easy-to-use. Despite its large 8x zoom range, it weighs just approximately 10.6 ounces. It's also easy to tote and operate even for camera novices. The ergonomic form makes it easy to keep on holding even for those steady zoom shots.

#### Approximately 14.5MB of Internal Storage

The DiMAGE Z20 has approximately 14.5MB of internal storage. So if a user happens to fill up their memory card, they can still capture and play back images.

#### Optional Wide Converter ZCW-200 Wide-angle Converter

The optional Wide-angle Converter Kit allows users to fit more of the scene into each shot. The lens has a 26mm wide angle that is ideal for capturing indoor or outdoor architecture and panoramic landscape shots.

*\*1 Approximately 0.5 second, from when main switch is turned on until LCD monitor comes on. As of November 20, 2004, for 5.0-megapixel-class digital cameras with built-in lens system and 8x or greater zoom.*

*\*2 As of November 20, 2004, for 5.0-megapixel-class digital cameras with built-in flash running on AA alkaline batteries. Up to approximately 450 frames with the four included AA alkaline batteries and SD memory card. Based on Konica Minolta's standard test method and compliant with the CIPA standard.*

*\*3 Approximately 0.3 second, based on Konica Minolta's Standard test method.*

*\*4 PictBridge is an industry standard established by the Camera & Imaging Products Association (CIPA).*