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## **KONICA MINOLTA INTRODUCES FOUR NEW BINOCULAR MODELS**

*New 7x35WR, 7x50WR, 8x40WR and 10x50WR Classic III binoculars are water resistant and feature high-resolution*

**Orlando, FL (February 19, 2005)** – Konica Minolta Photo Imaging U.S.A., Inc. announces the new Classic III series, porro-prism binoculars that are water resistant and boast a wide field-of-view and a functional design. Available in four configurations—the 7x35WR, 7x50WR, 8x40WR, and 10x50WR—Konica Minolta Classic III binoculars are ideal for a range of situations, including bird-watching or sporting events, or just enjoying the great outdoors.

“These new Konica Minolta Classic III binoculars offer tremendous value and optical performance,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. “The versatile new binoculars models are designed to accompany active people enjoying their active lifestyles.”

### **Water Resistant**

All Konica Minolta Classic III series binoculars are O-ring sealed, preventing moisture from getting inside even if the binoculars get slightly wet with drops of water or light mist. Because these binoculars are designed for outdoor use, there's no need to let light rain stop users from enjoying the view.

### **Optical Performance**

The Konica Minolta Classic III series prism glass is made from high-refraction BaK4, which offers minimal flaring and superior clarity. Multi-coated lenses ensure bright, high-contrast images.

### **Wide Angle and Long-Eye Relief**

The wide-angle 7x35WR, 8x40WR, and 10x50WR models offer a 65° apparent angle of view. This lets users see more from side-to-side when looking through the binoculars, making it easy to find things far away and to follow moving subjects. In addition, the 7x50WR model has long eye relief, so users wearing glasses get as full a field-of-view as users who don't.

### **Body**

The Konica Minolta Classic III series binoculars have a new rubber-armored design that allows for a secure grip. The high-quality focus knob makes for easy, precise adjustments and puts users firmly in control, whether watching a sporting event or observing wild animals in their natural habitat.

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**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.kmpi.konicaminolta.us](http://www.kmpi.konicaminolta.us).

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