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KONICA MINOLTA SHOWCASES DURABLE NEW INDUSTRIAL DIGITAL CAMERA

Available in Japan, Konica Minolta's 4 megapixel DG-5W is waterproof and dustproof for use in harsh conditions such as construction sites

Orlando, FL (February 19, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. showcases at PMA 2005 the new Konica Minolta DG-5W – a highly durable, waterproof and dustproof digital camera featuring 4 million effective pixels and a built-in wide angle 28-78mm (35mm format equivalent) optical 2.8x zoom lens. Konica Minolta Photo Imaging Inc. has been successfully marketing Digital Genba Kantoku DG-series in Japan for contractors and architectural business users to record images in harsh conditions at construction sites and other field operations.

The Konica Minolta DG-5W features a 2.8x optical zoom lens starting at 28mm wide angle to allow a wide view within limited working space. Thanks to the folded optics design of the zoom mechanism, the camera is only 1.8" deep and is easy to carry around even in work clothes or uniform pockets. The camera's reflective-and-transparent hybrid 2" large LCD monitor is easy to view whether in a dark indoor or bright outdoor setting.

For ease of documentation and office work after image capture, the Konica Minolta DG-5W supports PictBridge for direct printing without a computer. The Konica Minolta DG-5W assures worry-free use in harsh conditions, is washable if it gets dirty, waterproof and dustproof and it is designed within a highly durable anti-shock housing. The camera's control buttons are large enough to operate even with gloved hands and ergonomically placed to match the camera's easy-to-see menus.

Major Features

28mm* wide-angle optical zoom and high quality 4-million pixels

Building photography or interior photography requires wide angle optics which can be hard to find in compact digital cameras. The Konica Minolta DG-5W features a newly designed 28-78mm 2.8x optical zoom lens. Combined with the camera's 4x digital zoom, the maximum zoom range extends up to approximately 11x.

The camera's effective 4 million pixels provide sharp and crisp high quality images. Enlargements or extreme cropping is possible without losing any important details.

Waterproof, Dustproof, Anti-shock and low-temperature operation

Field projects are prone to harsh conditions, especially for photography. With the Konica Minolta DG-5W, photographers can be confident in using the camera under such conditions with features such as JIS Class 7 waterproof design, JIS Class 6 dustproof and anti-shock durable build quality housing. Even when mud or dust becomes stuck on the camera, it can be easily washed off without any harm to the camera. Operating temperature goes as low as 14°F to use in cold climate.

2" reflective-and-transparent hybrid large LCD monitor for easy preview and review

The camera's large 2" LCD monitor (approximately 210,000 pixels) is a combination of reflective and transparent types and is easy to review and confirm captured images in dark indoors and bright outdoors situations. Quick enlargement is available in play mode with just a click of a button to check on details at the job site before leaving the location.

Powerful built-in flash

The built-in flash is twice as powerful as the existing DG-series cameras (available in Japan only). At wide angle, the built-in flash illuminates subjects up to approximately 40 feet away.

Ergonomic holding and easy operation

The camera's grip and control buttons or switches are designed so that the camera is comfortable to hold and easy to operate even with hands protected in heavy-duty work gloves. Control layout and menu operation is intuitive for novice operators who are not yet familiar with digital cameras.

PictBridge support

To effortlessly print pictures directly from the camera without using a computer, a user simply turns the camera's mode dial to PRINT and tethers the camera to a PictBridge-enabled printer with a USB cable.

The Konica Minolta Digital Genba Kantoku DG-5W will be available only in Japan late March 2005. The product is being previewed during PMA 2005.

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.

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Contact Information:

Steve Rosenbaum/Leigh Grimm

S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com

Eric Cinque

Konica Minolta Photo Imaging U.S.A., Inc.
201-574-4148