

Backgrounder

New Minolta Compact Digital Camera: The DiMAGE E201

The Minolta DiMAGE E201 allows users to capture high-quality images simply, download them onto a personal computer quickly, and display them as printouts or on the Internet easily.

MAIN FEATURES

A Compact Camera Body Packs a 2.2 Million-Pixel resolution and All-Glass Aspheric Lens

The sleek compact body fits comfortably in the palm of your hand. Although compact, the DiMAGE E201 produces crisp, detailed images with a 2.2 million-pixel resolution that delivers impressive 150 dpi printouts as large as 8 by 12 inches. To bring out the best of the 2.3 million-pixel CCD*, the quality all-glass optics include four aspheric surfaces that minimize chromatic and spherical aberration. *Total number of pixels

Movie Recording

Not only can still images be made of important moments, but also the entire moment can be captured with the DiMAGE E201. Movie clips of up to 60 seconds can be recorded. The 320 x 240 pixel (QVGA) motion JPEG files can be sent to friends by e-mail or used to add spice to web pages or multimedia presentations.

Smooth Operation

The Minolta DiMAGE E201 is fun and easy to use. It can be powered by inexpensive, readily-available AA-size alkaline batteries, or rechargeable NiMH batteries. The traditional camera-like control layout and the high-tech LCD displays make camera operation natural and intuitive, even for novices. Thanks to the new responsive processor, the camera operates smoothly from start up to viewing.

Image Capture

- *Completely Automated for Best Results*
With the DiMAGE E201, capturing a great-looking picture is easy. Simply set the camera to a recording mode, frame the picture, and press the shutter-release button; the autofocus and programmed autoexposure system, and automatic white balance control will accurately produce sharp, clear, colorful images. Under low-light conditions, the built-in flash fires automatically.

- *Exif 2.1 (JPEG, TIFF) universal file format*
The camera's Exif 2.1 (JPEG, TIFF) universal file format saves the uncompressed, high-quality super-fine images in a TIFF file format. The other image-quality settings produce JPEG files with varying rates of compression. The image files have an Exif tag that provides data on when the image was taken and the camera settings used.
- *A Model to Grow With*
The DiIMAGE E201 is a model that users can grow with. They can take control of the final image by using a simple combination of buttons. Changes to settings and their effect on the image are displayed instantaneously on a color LCD monitor at the back of the camera.

Exposure, white balance, image quality, image size, and camera sensitivity can be changed if users want to take charge of the camera's settings. The calculated camera exposure can be compensated by +/- 2EV's in 0.5 increments. The white balance can be matched to daylight, tungsten, or fluorescent light sources. Four image-quality settings (super fine, fine, standard, and economy) and two file-size settings (full and half) give control over the final image and recording capacity of the CompactFlash® card. The sensitivity of the camera can be enhanced from an 85 to a 340 ISO equivalent, extending the flash range, or reducing camera shake when not using the flash in low-light conditions.

The simple controls offer a range of possibilities over different shooting conditions. Users can select five versatile flash settings, which include fill flash, red-eye reduction, and flash cancel. The digital zoom magnifies the image by 1.4x or 2x to provide vivid shots of distant subjects. Getting close to your subject is possible with the macro mode. From as close as 12 inches, an area about the size of a sheet of 8 1/2 x 11 paper can be captured as a full-frame image. Self-portraits are easy with the built-in self-timer or the optional IR Remote Control RC-3.

Viewing and Editing

Images can be viewed singularly or on a nine-image index display and edited directly on the camera's color LCD monitor. For closer examination, a single image can be enlarged by up to three times with the press of a button. The images can also be presented in an automated slide show; they can be displayed in order, in reverse order, or randomly. Deleting or locking images as well as formatting CompactFlash® cards can be done quickly and easily on the camera.

By simply connecting the television to the camera with the included cable, images can be played back to family and friends. The camera is compatible with the NTSC and PAL standards, making it an international traveler.

Because the camera supports DPOF (Digital Print Order Format), images can be printed without the need of a computer. Simply create a print-order file on the camera and take the CompactFlash® card to a photofinisher or service bureau to get standard-size photographs or index prints. Prints can also be made with DPOF-compliant printers.

Quick and Simple Connection --- USB Mass Storage

The supplied USB cable allows quick and simple access to images. Simply plugging the USB cable between the camera and the computer enables the camera to be recognized as an external storage device; users can directly open image files, or drag and drop them into the computer's hard disk.

Fun Photo-Retouching Software

Included on the supplied CD-ROM is Adobe PhotoDeluxe®. This easy-to-use software allows novices to use their pictures in many ways. The program provides simple but powerful retouching tools as well as effects to transform images beyond the ordinary. PhotoDeluxe Version 2.0 is available for Macintosh users, and Home Edition 4.0 is provided for Windows users.

Specifications are subject to change without notice.

#