

MINOLTA INTRODUCES MAXXUM 5 35MM SINGLE-LENS REFLEX (SLR) CAMERA

New clear viewfinder optics, a compact shutter unit, and a space-efficient mechanical layout enable the creation of the world's smallest and lightest [35mm SLR](#) camera body

Ramsey, NY-NJ (July 17, 2001) – Minolta Corporation introduces a new easy-to-use, compact, lightweight and feature-packed 35mm [Single-Lens Reflex \(SLR\)](#) camera – the Minolta Maxxum 5. Developed using concepts and core technologies from the groundbreaking and unique Minolta Maxxum 7 SLR, the new Maxxum 5 incorporates advanced autofocus (AF) technology, powerful film drive, fast shutter speeds, and several creative features including 14 custom functions, into the world's smallest and lightest SLR camera body.

Ideal for amateur and advanced amateur photographers, the Minolta Maxxum 5 was [built-designed](#) to offer the highest level of AF performance in its class. Whether the subject is moving or stationary, the [world's fastest world's fastest](#) AF speed [in its class](#)^{*1} and Predictive Focus Control ensures quick and easy focusing. The 7-point AF system with a center cross-hair sensor allows fast and accurate focusing plus flexible framing. The clear, bright viewfinder of the new Maxxum 5 features LED-illuminated superimposition technology, which indicates the point of focus in one of seven local focus areas to confirm the desired subject is in focus – a first for a camera in this class. The focusing screen features a spherical acute matte surface usually found in higher-end SLR models.

“Packaged in the world's smallest, lightest^{*2} and fastest^{*} [35mm](#) SLR camera body are the powerful technologies and features required by today's creative photographers and those that aspire to be,” said Jon Sienkiewicz, vice president, [imaging products](#), ~~digital imaging products~~, Minolta Corporation's Consumer Products Group. “The compact Minolta Maxxum 5 is comfortable and easy to hold making it easy for photographers to bring with them anywhere they go.”

The Minolta Maxxum 5 features a fast continuous advance speed of up to 3 frames per second enabling photographers to capture action shots in an instant. A dynamic shutter-speed range of 1/4000 second to 30 seconds plus bulb makes this a very versatile camera even under the most extreme lighting conditions. And, the camera's entire range of shutter speeds can be used with Minolta's external flash units with high-speed sync (HSS) – ideal for outdoor portraits.

The Maxxum 5 incorporates a sophisticated exposure metering system that includes 14-segment Honeycomb-Pattern plus spot metering for ambient light, and ADI (Advanced Distance Integration) for proper flash exposure when used in combination with Minolta D lenses and D flashes. A depth-of-field preview function has been added to support the needs of advanced photographers. This is especially useful to check that the subject and background will both be sharp when using a small aperture, or see the extent of the depth of field in portrait or macro photography.

Although packed with sophisticated features, the Maxxum 5's operation is easy thanks to automated functions such as Eye-start Automation and well laid-out controls. And for added creativity, the camera's 14 customizable ~~functions~~ enable camera features to be set to the photographer's individual preferences. Comfortable camera handling is enhanced when used with the world's smallest and lightest 35mm lens^{*3}—the Minolta AF 28-80mm f/3.5-5.6(D).

World's Fastest AF Speed in its Class

The exceptional autofocus performance of the Minolta Maxxum 5 is achieved by a high-speed microcomputer, a refined algorithm, and improved CCD control. The autofocus drive motor quickly accelerates and decelerates the lens movement. Even random motion can be tracked easily right up to the moment the shutter releases with Minolta's Predictive Focus Control. The Maxxum 5's performance has been tripled from the Maxxum ~~505si SuperXTsi~~, and is among the top in its class. ~~(Note to Ned: Is this equivalent to the STsi in the U.S.??)~~

7-Point AF System

The Minolta Maxxum 5's new 7-Point AF System is employed in the wide focus area. The autofocusing sensors are laid out to the "rule of thirds" for effective composition and work in unison so the photographers can conveniently position the subject within the wide focus frame to obtain an aesthetically pleasing image. The cross-hair sensor in the center guarantees precise focus regardless of vertical or horizontal subject contrast. In continuous AF, photographers can completely leave subject tracking to the 7-Point AF System and simply concentrate on the composition.

The Maxxum 5 incorporates three AF modes: single-shot, continuous, and automatic. The automatic AF mode determines whether the subject is moving or still and automatically selects either single-shot or continuous AF.

Focus Area Selection for Creative Composition

Switching between the wide focus area and the local focus areas can be done simply by pressing the spot AF button. The local focus areas can be individually selected using both the spot AF button and the easy-to-use control dial, allowing photographers to select a specific local focus area, enhancing creative freedom. Off-center subjects can be singled out without the need to recompose. This can be valuable when the camera is mounted on a tripod.

AF Modes

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Eye-Start Automation

When the Eye-start Automation is switched on, it immediately activates autofocus and autoexposure simply by looking through the viewfinder. With this one quick action, the camera starts working so photographers will not miss important photographs. ~~(Note to Ned: Can this function be switched off?)~~

14-Segment Honeycomb-Pattern Metering and Spot Metering

The 14-segment ~~Honeycomb~~honeycomb-~~Pattern~~pattern metering automatically delivers correct exposures every time. The spot-metering mode offers precise control over exposure metering. The viewfinder's EV scale assists photographers in evaluating the exposure compensation and showing the difference between the metered exposure and the set exposure in manual mode. The EV scale and the spot-metering area can be used to determine the brightness range of the scene by displaying the difference between the required exposure for the subject and the relative lighting of any area in the scene.

The Maxxum 5's advanced exposure technology can be combined with a variety of exposure controls. Exposure can be compensated up to ± 3 EV in 0.5 increments. To ensure the optimum exposure for high contrast scenes, three brackets can be made either in 0.3, 0.5, 0.7, or 1.0 EV increments. The multiple-

exposure mode overrides the camera's automatic frame advance to allow an unlimited number of exposures on a single frame.

Creative Flash Control

With Minolta program flash units, the Maxxum 5 offers flexible wireless/remote off-camera flash control. Photographers can experiment with lighting techniques without the usual tangle of cords and connectors. Using the built-in flash as a fill light, the ratio flash function controls the flash units to give a lighting ratio of 2:1. With Minolta's Program Flash 5600HS(D) and 3600HS(D), the flash can synchronize to the maximum shutter speed of 1/4000 second.

Effortless and Worry-Free Operation

With an easy to use control layout, novices will learn how to use the camera quickly, and advanced photographers will find the operation intuitive. Push buttons for basic functions are comfortably located around the top of the grip, allowing quick and easy access to program-reset, self-timer/remote control, drive modes, and subject programs. On the left side, more advanced functions are clearly arranged on the function dial. A variety of settings can be made using a single operational pattern with the function dial, function button, and control dial. Three autofocus and four exposure modes, bracketing, multiple exposure, wireless/remote off-camera flash, and 14 custom functions can be set with the function dial.

The Minolta Maxxum 5's film chamber lock protects film from being accidentally ruined. Once the film is loaded, the back cover is locked until the film is completely rewound. Subject program selection gives beginning photographers the ability to control the camera according to the subject without requiring a working knowledge of shutter speeds and apertures. The Maxxum 5 features five subject modes: portrait, landscape, close-up, sports action, and night portrait. When selected, audio signals indicate when autofocus is confirmed, counts down the self-timer period, and indicates the release of the shutter with the IR remote control ([sold separately for use with IR remote control capable model only](#)).

**¹ [Fastest AF speed in its class as of June 2001](#)*

**² [*Smallest and lightest 35mm SLR camera body as of June 2001 and fastest AF speed as of May 15, 2001](#)*

**³ [Smallest and lightest among standard AF zoom lenses with a 28-80mm focal range as of June 2001. \(will be able to change the date to the date of the release? It seems a bit weird.\)](#)*

Minolta Corporation

Minolta Corporation, headquartered in Ramsey, New Jersey, is the largest subsidiary of Minolta Co. Ltd. of Osaka, Japan, a leading manufacturer of cameras, business equipment, radiometric instruments and planetariums. Minolta Corporation's Consumer Products Group (CPG) markets 35mm film and Advanced Photo System cameras, digital cameras, binoculars, accessory lenses, photographic light meters, 35mm and Advanced Photo System film scanners and other consumer products. Minolta is the exclusive distributor of *Cokin* filters.

The corporation's Business Products Group (BPG) markets digital and analog office equipment. Products include black-and-white copiers, digital black and white printer/copiers, plain-paper laser facsimile machines, digital color printer/copiers, micrographic systems, document management software, and related office equipment.

For more information, visit Minolta's Web site located at www.minoltausa.com or access Minolta's PHOTOFAX at 800-528-4767.

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**Minolta Introduces the New
Maxxum 5 SLR Camera**

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