

MINOLTA INTRODUCES FOUR NEW ACTIVA D WP XL BINOCULARS

High-grade, high-resolution, lightweight, waterproof binoculars are built for the extreme

New York, NY (August 7, 2003) – Minolta Corporation introduces four new high-grade Activa roof-prism binoculars – the Minolta Activa 8x25 D WP XL, 10x25 D WP XL, 8x42 D WP XL and 10x42 D WP XL binoculars. Bright, high-resolution images, and a lightweight, waterproof and fogproof design that can be used in severe weather conditions define these binoculars. The high-performance optics of the 8x 42 and 10x42 binoculars, inherited from the top-of-the-line Minolta Activa D WP series, and waterproof construction make them an ideal choice for outdoor enthusiasts who rely on high-quality images on land or at sea. And the high-performance optics with compact folding bodies of the 8x25 and 10x25 binoculars make them convenient to take along anywhere, anytime.

“Built for high-quality images and severe environments, these new Activa D WP XL binoculars are a perfect choice for avid outdoor enthusiasts, and people who value quality,” said Jon Sienkiewicz, vice president of marketing, Minolta Corporation’s Consumer Products Group.

These binoculars feature heavy-duty waterproofing. O-ring seals protect against rain and sea spray. The binoculars can be submerged in up to 3 feet of water for five minutes. The optics are nitrogen-filled to minimize fogging with sudden temperature changes.

The new Minolta Activa D WP XL binoculars deliver bright, crisp, detailed images. The precision-aligned prisms are phase-coated to assure top-class resolution and contrast. Multi-coatings on all optical surfaces and high-refraction BaK4 glass prisms produce bright and high-contrast images. Super reflective coating on the prisms enhances image brightness. With large 42mm objective lenses, the binoculars provide bright views even under less than ideal lighting conditions. The long eye relief of 19mm for the 8x42 and 15mm for the 10x42 allows even eyeglass wearers to see the entire field of view without vignetting. And the 8x25 and 10x25 Activa D WP XL binoculars provide long eye relief of 18mm for the 8x25 and 17mm for the 10x25 to allow all users including eyeglass wearers to see the entire field of view without vignetting.

Typical heavy-duty binoculars can become burdensome when used for long periods of time but this is not so for the Minolta Activa 8x42 and 10x42 D WP XL binoculars. Using polycarbonate and fiberglass construction, these comfortable new binoculars are 15% lighter than similar size Minolta roof-prism binoculars.

Both models provide easy-to-use features. The eyepiece cups use click stops to adjust the height: five stops with the 8x42 model, and four with the 10x42 model. The user simply twists the cups to set the position. The diopter adjustment also uses click stops to keep the setting from drifting once set. And the twisting eyepiece cups of the 8x25 and 10x25 use click stops to adjust the height in four levels. The diopter adjustment also uses click stops to keep the setting from drifting. The comfortable neck strap is convenient for prolonged use and it is detachable.

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.

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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