

MINOLTA INTRODUCES NEW WATERPROOF BINOCULARS

Affordable Minolta Activa Sport binoculars combine waterproofing, fogproofing, and ease of use in exceptionally light and compact bodies

New York, NY (August 7, 2003) – Minolta Corporation introduces three new light, compact, waterproof, fogproof and easy-to-use Minolta Activa WP Sport series binoculars -- the Activa 8x25 WP Sport, Activa 10x25 WP Sport, and Activa 12x25 WP Sport. Affordably priced and very versatile, the Activa WP Sport series binoculars are a great companion for virtually any activity – marine sports, bird watching and traveling.

“These affordable new Activa binoculars easily fit most lifestyles,” said Jon Sienkiewicz, vice president of marketing, Minolta Corporation’s Consumer Products Group. “Their compact and lightweight design and waterproof feature make them the perfect binoculars for all outdoor activities.”

The non-obtrusive binocular bodies are about 30% lighter than similar Minolta binoculars with waterproof capability. O-ring seals protect them against rain and sea spray and they can be submerged in up to 3 feet of water for five minutes. The optics are nitrogen-filled to minimize fogging which can occur with sudden temperature changes.

These new Minolta Activa WP Sport binoculars provide bright images and comfortable viewing. Long eye relief allows even eyeglass wearers to see the entire field of view without vignetting. The binoculars use high-refraction BaK4 prisms and multi-coated optics to deliver bright, high-contrast images.

The Activa WP Sport binoculars incorporate several user-friendly features. Twisting eyepiece cups make adjusting the binoculars for people with and without glasses simple, and click stops prevent the cups from moving. The diopter adjustment also uses click stops to keep the setting from drifting once set. The oversized focusing knob is designed for easy operation. The new rubberized grip provides a non-slip surface in rain or sub-freezing temperatures.

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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