

MINOLTA INTRODUCES A BREAKTHROUGH IN DIGITAL CAMERA DESIGN AND ENGINEERING

The new compact 3.2 megapixel 10x Mega-zoom DiMAGE Z1 features Rapid Autofocusing, high quality images and movies, Super Macro mode, Minolta's new Progressive Capture and CXProcess II, manual focus, built-in flash and more!

New York, NY (August 7, 2003) – Minolta Corporation introduces the stylish new 3.2 megapixel DiMAGE Z1 – the first in a series of easy-to-use powerful Single Lens-Reflex (SLR)-type digital cameras. Designed around and the first digital camera to include Minolta's new built-in 10x Mega-zoom lens, the DiMAGE Z1 possess advanced technology and the world's fastest autofocus among digital cameras with a built-in 10x or greater optical zoom.* In addition, the DiMAGE Z1 is capable of recording TV-quality 30 frames per second VGA movies.

“The new Minolta DiMAGE Z1 possesses advanced technology and powerful optics so photographers can capture the pictures they want, even high-quality VGA movies. This camera's ease-of-use makes it perfect for the soccer mom on the go and its manual operation and even histogram display appeals to the serious photographer in the family. This compact, stylish digital camera has the imaging tools needed to capture images in virtually any situation,” said Jon Sienkiewicz, vice president of marketing, Minolta Corporation's Consumer Products Group. “And the DiMAGE Z1's breakthrough design and engineering reflects the sophistication and future of digital technology.”

The new Minolta 10x Mega-zoom is a fast f2.8 – f3.5 lens allowing fast shutter speeds for sport or natural-light photography. With a focal range of 5.8mm to 58mm, it is equivalent to a 38 - 380mm 35mm camera lens. When combined with the seamless 4x digital zoom, it has an amazing 40x zoom range, equivalent to a 38 – 1520mm lens. To extend the versatility of the powerful 10x Mega-zoom, an optional 0.75x wide-converter is available. And close-up photography is possible with just the press of a button. The camera's Super Macro mode lets photographers focus down to 1.6 inches from the front of the lens.

Such powerful optics combined with a high-resolution 3.3 megapixel 1/2.7 interline primary-color CCD sensor requires a powerful autofocus (AF) system. The new Minolta DiMAGE Z1 employs Rapid AF to ensure sharp images with minimum delay. Rapid AF uses a passive AF sensor to instantly estimate the distance to the subject and the camera's CCD to determine the precise focus point. The CCD uses a 60 frame per second sampling rate to determine the optimum focus giving the Minolta DiMAGE Z1 the world's fastest AF among digital cameras with a built-in 10x or greater optical zoom.* CxProcess II, Minolta's new image-processing technology, is employed to bring out the best in the 3.3 megapixel 1/2.7 interline primary-color CCD.

Although the new DiMAGE Z1 uses complex AF technology, focusing the camera couldn't be easier. Simply place the subject anywhere within the focus frames and the camera will do the rest; an AF sensor is briefly displayed so the subject can be confirmed.

Minolta's new drive mode, Progressive Capture, makes sure photographers never miss a shot. When the shutter-release button is pressed and held down, Progressive Capture begins saving images in the buffer memory.

The DiMAGE Z1 is equipped with Minolta's unique Switch Finder. This unique system allows the camera's LCD monitor to be viewed directly or through the viewfinder. The Real Motion LCD monitor uses a 60 frames per second frame rate. This Real Motion frame rate brings the live image to life by the ability to show action smoothly.

Every aspect of the DiMAGE Z1's performance is pushed to the limit. Startup time is 2 seconds and shutdown time is 2.4 seconds. After focus has been locked, the shutter-release time lag is 0.06 second, comparable to a 35mm SLR film camera. The camera will be ready to capture another image in 1.2 seconds after the exposure.

Significantly smaller than a compact 35mm SLR camera with a built-in flash and zoom lens, this powerful imaging system can easily slip into a fanny pack or hip bag.

For more detailed information on features and specifications of the Minolta DiMAGE Z1, please refer to the DiMAGE Z1 backgrounder and specifications sheet.

** As of July 1st, 2003.*

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.

All brand names are trademarks and/or registered trademarks of their respective companies.

#####

Contact Information:

Steve Rosenbaum/Leigh Grimm
S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com

Steve Eliasof
Minolta Corporation
201-785-2408