

MINOLTA ADDS TO ITS LINE OF POWERFUL FLASH UNITS

The affordable new Minolta Program/Maxxum Flash 2500 (D) enhances the Maxxum photographer's as well as the DiMAGE photographer's gadget bag

New York, NY (August 7, 2003) – Minolta Corporation introduces a new member to its line of powerful Maxxum flash units – the compact Minolta Program/Maxxum Flash 2500 (D). This affordable flash unit is characterized by powerful, automatic performance and is compatible with all Minolta Maxxum Single Lens-Reflex (SLR) film cameras, the Minolta DiMAGE series of digital cameras including the new Minolta DiMAGE A1 and DiMAGE Z1 digital cameras.

“The new Minolta Program/Maxxum Flash 2500 (D) is the perfect complement to Minolta’s Maxxum SLR film cameras and DiMAGE digital cameras,” said Jon Sienkiewicz, vice president of marketing, Minolta Corporation’s Consumer Products Group. “This new programmed flash unit is an accessory designed to obtain maximum compatibility between our film and digital cameras. It provides photographers with the most reliable flash exposure and the creative freedom they need to capture their visions on film or digital media, regardless of the existing lighting conditions.”

When used in combination with Minolta’s D series lenses and Advanced Distance Integration (ADI) compatible camera bodies such as the Maxxum 4, Maxxum 5 and Maxxum 7, the new Minolta Program/Maxxum Flash 2500 (D) uses the sophisticated ADI metering system for controlling flash exposures. With conventional flash metering, dark or highly reflective subjects can deceive the metering system and cause over or underexposure. To reduce influence from subject or background reflectance, ADI metering uses distance information from Minolta D series lenses with TTL (through the lens) metering to control the flash output.

The Program/Maxxum Flash 2500 (D) has a bounce flash head that can be tilted between 0° and 90°. This can be used to create soft, indirect lighting in interiors by reflecting the flash off the ceiling.

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