

KONICA MINOLTA INTRODUCES HIGH-END ACTIVA D WP SERIES BINOCULARS

New binoculars feature a "Sport" concept designed to answer the needs of a variety of users, including entry-level consumers

Mahwah, NJ (July 7, 2004) – Konica Minolta introduces the new ACTIVA 8 x 42 D WP SPORT and ACTIVA 10 x 42 D WP SPORT binoculars. These new binoculars feature a roof-prism, and have a waterproof and lightweight, high performance design. Perfect for use in all kinds of outdoor activities including bird watching, hunting, and watching sporting events such as marine sports, these binoculars bring together all the sophisticated specifications of the Konica Minolta ACTIVA Series of binoculars for all active outdoor users.

"These new waterproof binoculars are the perfect complement to active outdoor lifestyles proving that the fun doesn't stop when the rain starts," said Jon Sienkiewicz, vice president of marketing, Konica Minolta's Camera Division.

The waterproof specifications of these binoculars have been designed specifically for outdoor use and prevent water penetration when submersed in water up to 3.3 feet deep for as long as 5 minutes. Anti-fogging is made possible with sealed nitrogen gas, which minimizes internal condensation caused by rapid changes in temperature.

In addition to the use of a high-refraction BaK4 glass prism, phase coating enables high-resolution observation as detailed as a bird's feathers. A multi-coating of exceptionally high optical permeability is applied to all lenses, rendering a sharp, bright, and high-contrast field of view.

Thanks to Long-eye relief specifications and the Twisting Eyepieces, users get the same broad, clear visibility while wearing glasses or sunglasses that they would get without wearing them.

The lightweight body of these binoculars is thanks to the use of glass-fiber polycarbonate resin. In addition, the well-built, snug-fit design allows for comfortable operation in every situation, never weighing users down while watching sporting events or observing wildlife for long periods of time.

About Konica Minolta Photo Imaging U.S.A., Inc.

Konica Minolta Photo Imaging U.S.A., Inc., headquartered in Mahwah, NJ, is the North American sales and marketing subsidiary of Konica Minolta Holdings, Inc. (Tokyo, Japan). On August 5, 2003 Konica Minolta Holdings, Inc. was formed to enhance both the competitive business capabilities and earning capacities of Konica Corporation and Minolta Co., Ltd.

Consumers around the world have come to know and trust the Konica and Minolta brands for all their imaging needs. Since the earliest days of the photo industry, Minolta and Konica have applied their talents and resources to create products and services that are essential to the world of imaging. Today, these efforts concentrate on the most important aspects of imaging: the quality of

the images, the tools and methods for creating images, and the creation of environments for the application of images.

This focus on the essentials of imaging ties together the company's key business and consumer product lines. Konica Minolta Photo Imaging U.S.A., Inc. is a leading manufacturer and marketer of 35mm and Advanced Photo System film, single-use cameras, digital and 35mm film cameras, accessory lenses, binoculars, photographic and color measurement meters. In addition the company offers color print photo papers, inkjet photo paper, digital minilabs, digital film scanners, optical instruments, software and advanced imaging and sensing technologies. Konica Minolta Photo Imaging U.S.A., Inc. also provides wholesale photofinishing services and Internet imaging services. It is a complete imaging company, from input through output.

For more information about Konica Minolta Photo Imaging U.S.A., Inc., its products and services, visit www.konicaminolta.us.

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