

KONICA MINOLTA INTRODUCES THE DiMAGE X50 DIGITAL CAMERA

*New compact and stylish 5.0 megapixel camera features
a large 2.0-inch LCD screen, enhanced speed and other design improvements*

Mahwah, NJ (July 7, 2004) – Konica Minolta introduces the new DiMAGE X50 5-megapixel digital camera that takes the DiMAGE X series' concept of "thin, fast and stylish" and adds increased speed. Compact and lightweight enough to take anywhere and stylish enough to show everyone, the DiMAGE X50 adds the fastest-in-class* startup time, 2.8x non-protruding optical zoom, 5-megapixel CCD, and large 2-inch LCD, to a high quality digital camera in a sleek, compact package.

"The idea behind the design of the new DiMAGE X50 digital camera is to make it fast, easy and fun for anyone to take beautiful, high-quality pictures anywhere, anytime," said Jon Sienkiewicz, vice president of marketing, Konica Minolta's Camera Division. "The camera's 5 megapixel resolution ensures that even amateur photographers can share their casual snapshots as great enlargements."

With its non-protruding zooms lens, the compact Konica Minolta DiMAGE X50 fits neatly in a shirt pocket and is ready in an instant—thanks to the approximately 0.5-second startup time—to take those spur-of-the-moment shots and ensure that users never miss a photo opportunity. The camera's Automatic Digital Subject Program Selection automatically selects the optimum-shooting mode for the subject at hand, allowing photographers to take beautiful photos that match the needs of the particular photographic scene.

The DiMAGE X50's 5-megapixel CCD and proprietary Konica Minolta CxProcess™ II image processing technology combine to provide photographers with high quality images— pictures that reproduce the natural colors as faithfully as they see them with their own eyes. The camera's zoom lens range covers everything from wide-angle shots to close-ups that are clearly focused as near as 4 inches from the subject, without the need to switch to macro mode. If a photographer needs to get even closer, the DiMAGE X50 also features a Super Macro mode to take extreme close-ups as near as 2.4 inches.

While still as thin and light as previous X-series Konica Minolta cameras, the new DiMAGE X50 incorporates a larger 2-inch LCD screen with easy-to-view menus for greater ease of operation. And the camera's new sliding cover protects the lens, so there's no need to worry about putting the camera inside a pocket or purse.

** As of April 2004, for 3x optical zoom digital cameras.*

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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