

## **Backgrounder**

### ***New Konica Minolta X-Series Digital Camera: The DiMAGE X31***

Konica Minolta Photo Imaging U.S.A., Inc.'s DiMAGE X31, a new addition to the DiMAGE X-series of digital cameras, is a 3.2 megapixel digital camera that combines a fast startup speed, thin and stylish design, and intuitive operation in a very affordable entry-level digital camera model. The DiMAGE X31 is packed with creative options that make digital photography fun. Sophisticated technology and responsive performance make this tiny, stylish camera a joy to use.

#### **Product Highlights**

- Thin, stylish body—the camera is a mere 0.96 inches thick, even with its non-protruding built-in 3x optical zoom lens—making it the ultimate portable digital photography tool.
- Amazingly fast start up time—the DiMAGE X31 is ready to use in approximately 1.0 second.
- Users get superb images thanks to the 3 megapixels.
- Easy to use “launcher type Graphical User Interface (GUI)” with icons and simple buttons.
- Konica Minolta's CxProcess™ II high-quality image process technology.
- PictBridge compatibility that enables users to print their pictures without a PC.
- Additional functions like Framing and Side by Side for even greater creativity.
- Macro photography, as close as 3.9 inches, anytime without changing modes.

#### **Features**

##### **3x Optical Zoom in a Super-Slim Camera Body**

Featuring Konica Minolta's non-protruding zoom lens, the DiMAGE X31's sleek outward appearance is maintained even when the zoom is activated. This revolutionary design uses internal folded optics technology, which means that the slim profile of the camera doesn't have to change at all, even while taking pictures. With 3x optical zoom, the camera is just 0.96 inches thick (0.85 inches thick excluding the camera's LCD monitor) whether carrying it in a shirt pocket or taking pictures. It's geared to be fast, fun, and versatile to match any lifestyle.

##### **Fast Startup**

Thanks to folded optics technology, from the moment users switch the camera on, all they have to do is wait approximately 1.0 second and they're ready to take great pictures. Users need never miss a moment of the action; just turn on the DiMAGE X31 and start shooting away.

##### **Easy and Convenient Operation**

The DiMAGE X31 also incorporates a launcher type Graphical User Interface (GUI) menu system. The intuitive controls of the GUI mean that users get a comfortable compact digital camera that does all the work for them. Users simply press the menu button for the user-friendly

GUI icons that let them command all of the DiMAGE X31's settings. There are no complicated settings to be made. The controls are simple and few, making the DiMAGE X31 fun to use.

Select functions with the easy-to-use 5-way controller. It's so intuitive that even technophobes will enjoy the X31's range of functions in no time. A few logical operation buttons make the DiMAGE X31 as easy to use as it looks. The icon-based, on-screen menu and 5-way controller combine to give users quick and easy access to a wealth of functions.

Because photos are meant to be admired, the DiMAGE X31 has an independent playback button that brings up pictures instantly.

### **Take Extreme Close-ups**

The DiMAGE X31 requires no macro mode to take photos up to 3.9 inches from the subject. This means users can fill the frame with the incredible details of flowers or other beautiful but small subjects anytime without having to change the camera's shooting mode.

### **More Functions for More Ways to Enjoy Photography**

Creative functions such as Framing lets users instantly decorate images with frames or borders. Or, users can manipulate and play with their pictures to create unique images. The camera's Side by Side function, which splices two pictures on the left and right halves of the frame, will have people asking, "How did you do that?"

The DiMAGE X31's self-portrait mirror lets photographers make sure they're properly framed before taking self-portraits or "two-shots" of themselves and someone special. The camera's Portrait mode produces more natural skin tones and gives even more detail in things like individual eyelashes and hairs.

Photographers can choose from a range of creative image editing functions for their photos: give them a nostalgic look with sepia or black-and-white options, an arty look with the posterization option, or the painted-portrait look with the soft focus option.

### **XR Movie**

The Extended Recording (XR) Movie mode lets users record longer movie clips onto the camera's Secure Digital (SD) memory card at resolutions of 160 x 120 or 320 x 240 pixels. Just keep on filming until the memory card is full.

### **Internal Memory**

The DiMAGE X31's internal memory stores up to 10 of your favorite photos, which stay there even if the photographer erases the camera's memory card. Viewing these photos requires a special control key combination, so users can keep these images private until they want to share them.

### **Computer-less Printing**

By directly connecting the DiMAGE X31 to a PictBridge\*-compliant printer, printouts can be made easily without using a computer. The user can check which image they want to print on the camera's LCD monitor.

*\*PictBridge is an industry standard established by the Camera & Imaging Products Association (CIPA).*

### **Superbly Clear Images**

The Konica Minolta CxProcess™ II image processing technology incorporates characteristics

like smooth gradations, natural skin tones, and brilliantly clear colors for images that are more natural and lifelike. The DiMAGE X31's 3.2 megapixels capture fine lines and intricate details for stunning digital images.

**Runs on Widely Available AA Batteries**

The DiMAGE X31 is powered by two AA batteries (alkaline, Ni-MH). They're available almost anywhere and offer long life, so users never need to worry about running out of power and missing a photo opportunity.

# # #