

KONICA MINOLTA INTRODUCES STYLISH NEW 3.2-MEGAPIXEL X-SERIES DIGITAL CAMERA

*Compact, easy-to-use and affordable new DiMAGE X31 features
super-fast start-up speed and a 12x zoom range*

Mahwah, NJ (July 7, 2004) – Konica Minolta introduces a new member to the X-series of DiMAGE digital cameras – the new DiMAGE X31. This 3.2 megapixel digital camera combines a fast startup speed, thin and stylish design, and intuitive operation in a very affordable entry-level digital camera model.

The new Konica Minolta DiMAGE X31 is a user-friendly, compact digital camera equipped with Konica Minolta's proprietary non-protruding 3x optical zoom that keeps the camera thin, even when the zoom is activated. This new digital camera features 3.2-megapixel high picture quality and is one of the slimmest and lightest cameras in its class. In addition, the camera features a versatile 4x digital zoom in combination with the 3x optical zoom to take pictures at up to 12x total zoom, as well as the ability to take photos as close as 3.9 inches to the subject without having to switch to a separate macro mode.

“Whether photographers are inspired to capture everyday memories or those once-in-a-lifetime shots, the affordable new DiMAGE X31 provides them with a simple snapshot experience with fashionable style,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta's Camera Division. “The DiMAGE X31 also allows users to quickly and easily access a wealth of fun picture-taking functions with just the press of a few intuitive menu buttons.”

When users turn the DiMAGE X31 on, the camera is responsive and ready to take pictures in approximately 1.0 second—one of the fastest in the 3-megapixel digital camera category. And with only a 0.1 second shutter release time lag, photographers will never miss a photo opportunity.

The camera's Graphical User Interface (GUI) icon-based menu has a launcher type quick-reference control panel, providing users with intuitively simple operation. And the camera's independent playback button lets users preview their pictures instantly.

Additional in-camera features include versatile image editing functions for adding frames (Framing Features) or combining two photos (Side by Side). And, for even greater creativity, XR (Extended Recording) movie lets users record digital movie clips up to the duration of their card's remaining storage capacity.

Weighing only 4.1 ounces, the stylish and compact DiMAGE X31 digital camera fits right into a jacket or shirt pocket so users can bring the camera with them wherever they go.

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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