

## KONICA MINOLTA INTRODUCES THE 3.2 MEGAPIXEL DiMAGE Z10 DIGITAL CAMERA

*Affordable new camera features fastest-in-class startup, 8x Optical "Mega Zoom,"  
fast and reliable autofocusing, and energy efficient design*

**Mahwah, NJ (July 7, 2004)** – Konica Minolta introduces an affordable new addition to the Z-series of digital cameras – the DiMAGE Z10. Featuring a fastest-in-class\*<sup>1</sup> startup time of 0.5 seconds, built-in 8x optical zoom lens, fast and reliable autofocusing with Predictive Focus Control, and an energy efficient design\*<sup>2</sup> that gives photographers up to 500 frames with the included AA alkaline batteries, the new DiMAGE Z10 is a convenient, fun and easy to use digital camera.

"The affordable new DiMAGE Z10 has been designed to bring high-quality digital photography into the daily lives of novice and advanced amateur photographers," said Jon Sienkiewicz, vice president of marketing, Konica Minolta's Camera Division. "Photographers carrying the DiMAGE Z10 with them will have a reliable digital camera to capture those everyday photographic moments exactly as they see them occur."

The Konica Minolta DiMAGE Z10's built-in 8x optical Mega Zoom lens and 4x digital zoom combine for a total 32x zoom, allowing photographers to capture everything from sporting events to panoramic scenery. The camera's optical lens system consists of 11 elements in nine groups and includes two aspheric lens elements, for sharp, high-quality images. The DiMAGE Z10 combines a 3.2-megapixel primary-color CCD with Konica Minolta's proprietary CxProcess™ II image processing technology for pictures that appear exactly the way they are seen.

The DiMAGE Z10's Rapid Autofocus (AF) combines a passive AF sensor with the video AF system, giving a fast focusing time of approximately 0.3 second in both wide-angle and telephoto positions. The Rapid AF also has Predictive Focus Control that predicts where a moving subject is heading and focuses accordingly. To round out the list of quick-response features, the DiMAGE Z10 has the fastest startup in its class\*<sup>1</sup> (0.5 seconds), a minimum shutter-release time lag, and continuous shooting.

Not only is the DiMAGE Z10 a sprinter with its fast startup, it's also a marathon champ with power efficiency that allows photographers to take up to approximately 500 frames with the four included AA alkaline batteries. This is more shots than any other digital camera with built-in flash running on AA alkaline batteries\*<sup>2</sup>.

In addition, the DiMAGE Z10 has a Macro mode that allows photographers to get as close as 0.4 inches from their subject. This allows photographers to capture the smallest objects—such as flowers, insects, or jewelry—with the greatest detail.

The DiMAGE Z10 sports a new, high-tech design. Despite its large 8x optical zoom capability, it weighs just approximately 10.6 ounces. The camera's ergonomic design provides users with a comfortable grip while its intuitive control button layout allows even amateur photographers to start enjoying digital photography in no time at all.

- \*1 *Approximately 0.5 second, from when main switch is turned on until LCD monitor comes on. As of May 20, 2004, for digital cameras with 8x or greater zoom.*
- \*2 *Up to approximately 500 frames with the four included AA alkaline batteries. Based on Konica Minolta's standard test method and compliant with the CIPA standard, with included AA alkaline batteries and included SD Memory Card.*
- As of May 20, 2004, for digital cameras with built-in flash running on AA alkaline batteries.*
- \*3 *PictBridge is an industry standard established by the Camera & Imaging Products Association (CIPA).*

**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](http://www.konicaminolta.us).

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