



# *Image Information*

Minolta can supply comprehensive systems of hardware and software for the inputting, processing, and outputting of images. The Company also has exceptional capabilities for supplying individual customers with customized systems. Based on innovative concepts for environment-friendly office products and systems, Minolta is helping protect the global environment and overcome challenges associated with the progressive digitization of office work.

The principal items in Minolta's management strategy measures are designed to sustain a quick rise in the share of Image Information Products sales contributed by digital and full-color products. To increase its efficiency and competitiveness, the Company is optimizing its global development, manufacturing, and marketing systems while reinforcing its capabilities for specialized marketing and software development activities.

### Product Strategies

Minolta aims to increase its sales of digital full-color plain paper copiers (PPCs), the DiALTA series of digital PPCs, and other digital products to a broad range of customers, giving particular attention to office applications. As part of plans for augmenting its share of the digital PPC market, the Company is building a digital-product-centered marketing



The CF910 is a full-color digital PPC that offers superior image quality.

network. By intensifying its focus on systems that incorporate multifunctional digital products, the Company endeavors to increase its global recognition as a provider of business solutions that perfectly match customer needs. Minolta provides a Print On Demand (POD) solution with the Minolta MicroPress Cluster Printing System, which allows up to eight different output devices to be selected from a one-point server and supports multiple printing devices, including black and white and color printers.

Besides expanding its OEM laser printer business and launching color laser printer products, Minolta is working to raise the profile of its own-brand printers by strengthening the PagePro line of laser printers and emphasizing the marketing of mid-range products in those lines. The Company is establishing a flexible laser printer manufacturing system that can be adjusted based on conditions in overseas markets as well as setting up systems for maintaining optimal inventory levels on a consolidated basis.

Regarding electronic publication and database systems, Minolta is shifting from the marketing of microfilm equipment to digital units and systems. Based on its DPCS 3000 publication manuscript scanner and copying system, which scans books opened in an upward-facing position and uses unique image-correction technologies, the Company has developed advanced systems that handle the scanning, digitization, archiving, and distribution of printed information.



The Color PagePro Ex is a compact, high-performance printer that produces full-color A4 output.

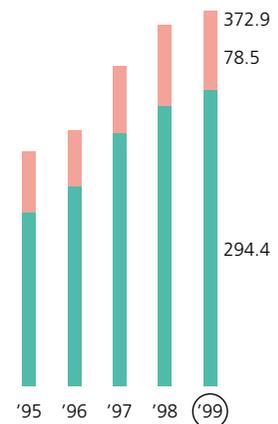


*Minolta is confident that its Image Information Products business has great growth potential.*

*According to the NEXT '03 medium-term business plan, these operations should grow and continue to account for roughly 70% of the Company's consolidated net sales during the fiscal year ended March 31, 2004.*

*We are emphasizing network-compatible digital products, particularly equipment for outputting color images. Another top priority is increasing the speed at which we can grasp new customer needs and respond by providing products and systems that perfectly match those needs.*

*By doing this, we intend to sharply boost the productivity of our management resources.*



**Image Information Products Sales Breakdown**  
(Billions of yen)

- Laser Printers and Others
- Plain Paper Copiers (PPCs)