



Visual Lifestyle



The RD3000 is a highly portable, 2.7-million-pixel digital SLR with replaceable lenses that is scheduled to be launched in 1999.



The Dimage Scan Multi is a multiformat film scanner that rapidly scans medium format, Advanced Photo System (APS), 16mm, and transmission electron microscope films at resolutions of up to 2,820dpi.



The ACTIVA series of binoculars was designed to offer improved brightness and ease of use.

The onset of digital technologies has increased the number of ways in which people can enjoy photography, and Minolta intends to continue being a leading pioneer of the photographic field during the digital era. Minolta has built a solid and highly appealing brand image in the field of silver-halide photography that has been a major asset in driving and guiding its corporate development. Plans call for further reinforcing this image with new products and design concepts. In addition, the Company will be working to develop image entertainment operations based on products that enable customers to enjoy images in new ways.



DYNAX 9

Superior Products

Minolta is using its base of unique technologies that have been accumulated over many years to create such professional-quality 35mm autofocus SLRs as the top-of-the-line DYNAX 9 (α-9 in Japan, MAXXUM 9 in North America), which was launched in December 1998. The DYNAX 9 offers quality and functionality that make it an excellent flagship product as well as an extremely functional and easy-to-operate camera.

Regarding compact cameras, Minolta is maintaining full lines of Advanced Photo System (APS) and 35mm film format models. However, the Company is



The MINOLTA 3D 1500 is a portable and integrated system that handles the inputting, editing, production, and outputting of 3-D images.



The Inifinium γII is a state-of-the-art, universal-type projector that is easy to operate and can display limitless varieties of spacescapes.

focusing principally on meeting the need for premium models distinguished by their excellent exterior appearance and other features that maximize ownership enjoyment.

In the field of digital photography, Minolta is bolstering its product planning capabilities and building a solid base of technologies for innovative components that will enable it to manufacture high-value-added cameras that are clearly differentiated from competing products.

Emphasizing its long tradition of high-quality photographic images, the Company intends to offer a wide range of superior software and services that make photography fun.

International Development and Manufacturing

Minolta has set up a highly efficient development and manufacturing network, including bases in Japan, Malaysia, and China. Minolta Malaysia Sdn. Bhd. and Minolta Precision Engineering (M) Sdn. Bhd. have assumed a growing share of responsibility for SLR operations, handling operations from the production design stage, and those companies will serve as the principal supply source for the Company's SLRs as well as various optical units. Shanghai Minolta Optical Products Co., Ltd., has established a development department to supplement development work performed in Japan and that company is currently manufacturing the bulk of Minolta's compact cameras. In Japan, Minolta undertakes the development of new products and the production of premium SLRs, lenses, and such high-value-added products as film scanners.

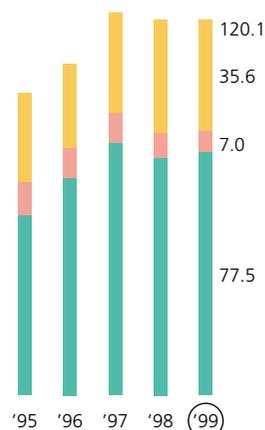


Akio Kawano
Director

Minolta wants to help enrich people's lives by steadily expanding its imaging-related business, of which digital photography business will account for a growing share. To this end, the Company intends to flexibly apply and integrate many diverse technologies. When advantageous, we will take the initiative in enlisting the collaboration of other leading companies. In addition, we are determined to follow through with decisive measures that will enhance the efficiency and profitability of our Visual Lifestyle business.



The VECTIS 2000 is a compact Advanced Photo System (APS) camera that features a palm-capsule design and a 2x zoom lens.



Optical Products Sales Breakdown
(Billions of yen)

- Camera Accessories and Others
- Interchangeable Lenses
- Cameras