

MINOLTA

The essentials of imaging

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DiMAGE S404

High Performance Compact Digital Camera

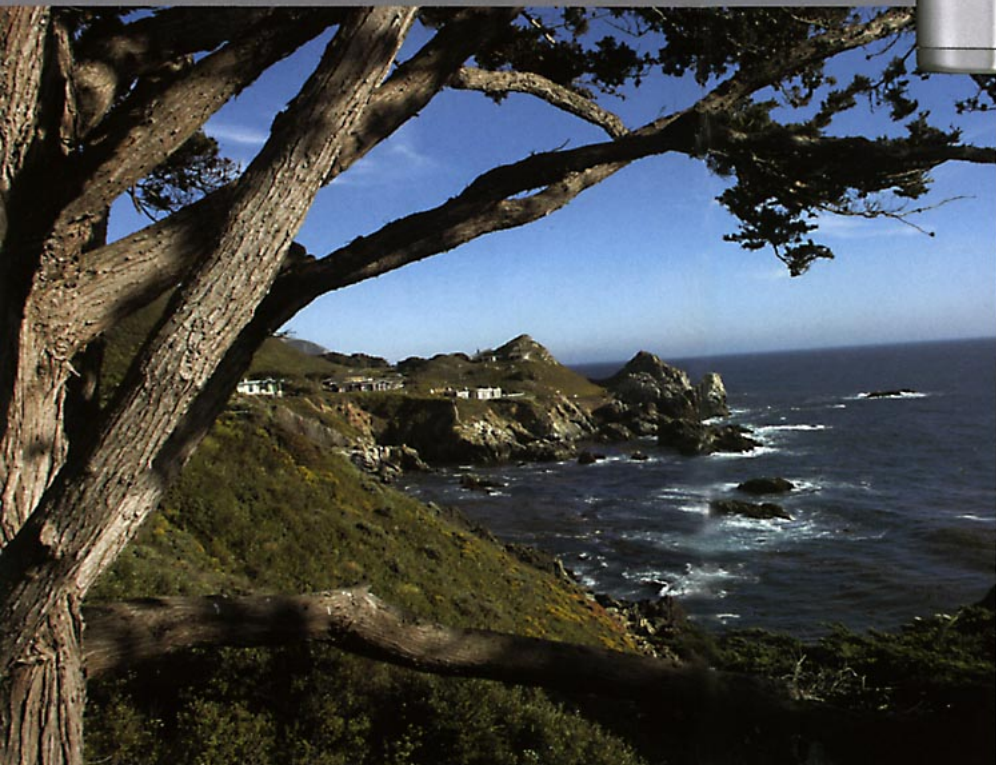


- Minolta GT Lens (all-glass APO lens) with 4X optical zoom and superb sharpness
- High resolution 4.0 megapixel, 1/1.8-type CCD with a primary colour filter
- Minolta CxProcess™ image processing for clear, excellent images
- Ultra-fast camera operation (32MB buffer memory)
- Advanced AF & AE plus versatile shooting modes



www.dimage.minolta.com

Exceptional 4 Megapixel Performance— Superior Image Quality from Minolta Optics, plus Amazing Speed



For those who demand superior quality and speed, the DiMAGE S404 is sure to satisfy. Its 4.0 megapixel CCD is boosted by a Minolta GT Lens and CxProcess™ image processing—the same technology included in the high end DiMAGE 7 for sharper, clearer images. As for speed, ultra-fast LSI circuitry and a large 32MB buffer memory ensure smooth shooting all the way. Other great features include 4X optical zoom and Minolta's acclaimed AF & AE. When it comes to great performance and comfortable operation, the DiMAGE S404 sets a new standard for 4 megapixel cameras.

GT LENS

Capture landscape shots that are sharp and detailed, with well balanced contrast and colour reproduction.



ULTRA FAST

Fast, responsive operation when the moment demands it, like when this bird moves into the desired part of the frame.





CxPROCESS™

Clear, vivid colour reproduction from Minolta's exclusive image processing leads to refined details (as with the model's hair and eyebrows) and smooth skin texture.

MACRO

Crisp close-ups with fine details, such as the water droplets that cover the surface of the glass.



AF & AE

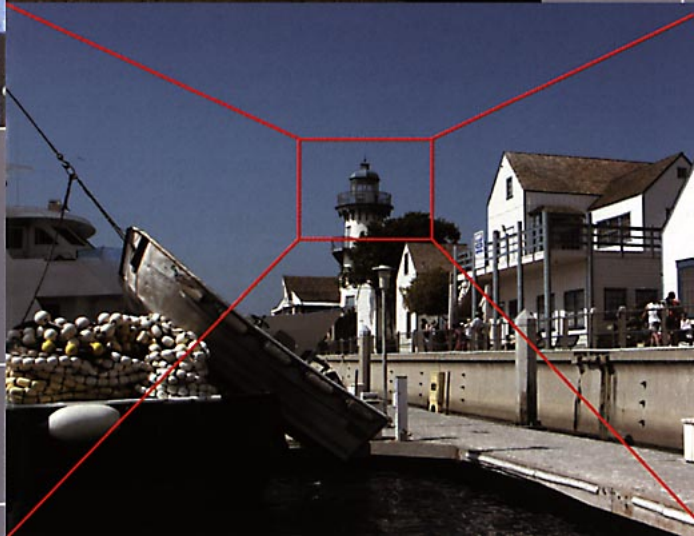
The water's edge is kept in sharp focus, as is her windswept hem. And exposure remains precise despite varying light caused by cloud movement.



DiMAGE S404

4X OPTICAL ZOOM

Broad imaging range equivalent to 35 - 140mm on a 35mm camera. Superb image quality even at telephoto angles.





**CAPTURE OUTSTANDING 4 MEGA PIXEL QUALITY IMAGES
AND TAKE ADVANTAGE OF ITS HIGHLY ACCURATE AF & AE**

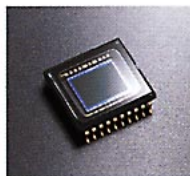
DiMAGE S404

Minolta GT Lens: a high performance all glass APO lens



The Minolta GT Lens used in the DiMAGE S404 is based on the powerful optical system found in the top-of-the-line DiMAGE 7. It has double sided aspheric elements to minimise distortion, and offers bright, high resolution images at all focal lengths.

4.0 megapixel CCD for impressive detail



Get sharp, highly detailed images that support superb print quality, even when enlarged up to approx. 38.5 x 28.9 cm using an inkjet printer at 150 dpi. The CCD also provides high colour fidelity through its RGB primary colour filter.

Clear colour reproduction via Minolta CxProcess™

This innovative image processing technology delivers clear, natural looking images with vivid colours by optimising sharpness, colour saturation and other key variables.

12-bit input for smooth gradations and more



10-bit



12-bit

The DiMAGE S404 detects four times more colours than conventional 10-bit cameras, resulting in images with smoother gradations as well as greater shadow/highlight area detail.

3-point wide AF



A wide autofocus range composed of three local areas provides accurate focusing. AF can also be switched to Focus Area Selection, which has five pre-set focus areas.

Focus Area Selection

Convenient for shooting off-centre subjects, this feature allows you to select from among five pre-set focus areas using the camera's LCD monitor and control key.



Full-time AF

In Full time AF mode, the camera focuses on the subject continuously, making it easier to check how your shot is framed via the LCD monitor. This mode also reduces focusing time, so that you won't miss great shooting opportunities.

Auto-exposure

Precise exposure is another benefit of the DiMAGE S404, thanks to 270 segment metering. The auto-exposure function helps achieve optimum reproduction of shadows, highlights and colour. For added flexibility, spot metering is also available.



White balance control

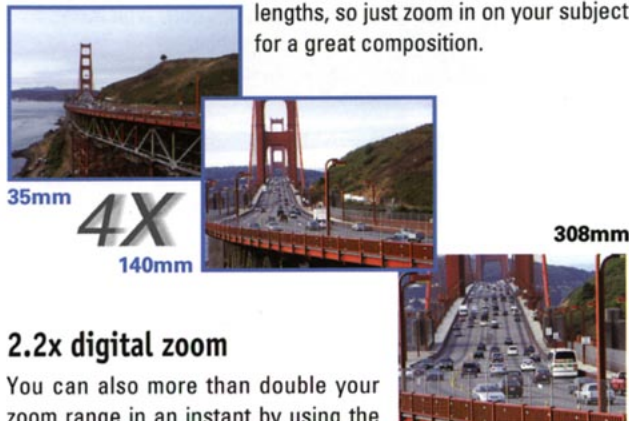
Auto white balance calibrates the right value for you, whether you're shooting indoors or outdoors. Or you can choose from different light source settings: daylight, cloudy, tungsten or fluorescent. A custom setting is also provided.

ENJOY THE SMOOTH, ULTRA-FAST OPERATION AND OTHER CONVENIENCES AS YOU EXPLORE DIVERSE SHOOTING OPTIONS

DiMAGE S404

4X optical zoom with 140mm telephoto

Even with its compact body, the DiMAGE S404 offers a powerful 4X optical zoom capability that covers a range equivalent to 35 to 140mm on a 35mm camera. Image quality is superb at all focal lengths, so just zoom in on your subject for a great composition.



2.2x digital zoom

You can also more than double your zoom range in an instant by using the 2.2x digital zoom function.

Impressive macro photography



The Macro mode lets you capture impressive close-up shots of subjects positioned as close as 10 cm from the lens. This function offers an approx. 7 x 6 cm image area.

Exceptional speed and response

More megapixels means more data to process—and a potential bottleneck to performance. The DiMAGE S404, however, has an enormous 32MB buffer memory to maximise its high speed LSI image processor. The result? Fast, responsive operation that's unique among 4-megapixel cameras. Benefits include quick startup and fast autofocus, a mere 0.8 second interval between shots, and a 0.2 second playback interval. Best of all, you can capture up to 7 consecutive images at a rapid 1.3 frames/second. Smooth, stress free digital photography is now at your fingertips.

Durable body with comfortable grip and controls

A resilient, high grade aluminium exterior gives the DiMAGE S404 a touch of elegance while keeping it lightweight as well. And to maximise ease of use, the camera provides a comfortable grip and ergonomic control layout. Controls dedicated to shooting are conveniently set apart from controls used for image playback.



Movie recording



Record mini-movies up to 60 seconds long, complete with audio that can be played back on the camera. QVGA resolution keeps file sizes small enough for e-mail distribution.

Voice memo function

Great for taking notes while you're shooting, the voice memo function lets you record voice messages either 5 or 15 seconds long. Audio playback is included on the camera.

Self timer

When you want to get into the picture yourself, just use the camera's handy self timer to delay image capture for 10 seconds. It's ideal for self portraits or pictures with friends.

User friendly menu displays

Various settings can be quickly accessed through the easy-to-read menus displayed on the LCD monitor.



TAKE GREATER CREATIVE CONTROL OVER THE IMAGES YOU CAPTURE,
OR SIMPLY LEAVE OPTIMUM QUALITY UP TO THE CAMERA

DiMAGE S404

Digital Effects Control



Enhanced creativity is supported by the Digital Effects Control, which allows you to alter contrast, saturation and exposure compensation before shooting. Adjustments are displayed on the LCD monitor for easy confirmation.

Exposure bracketing

The camera can be set to produce a series of exposures with slight variations (1.0, 0.5, or 0.3 Ev) when capturing an image, so that you can choose the image you like best.

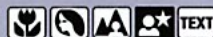


Convenient software included

The DiMAGE Image Viewer Utility Software lets you edit and adjust images in various ways. Also included is the handy ArcSoft Photolmpression, which has tools for retouching images, adding text or special effects, and more.

Digital Subject Program Selection

Optimised settings for different scenes can be quickly selected with this feature. Six different settings are available (macro, portrait, landscape, night portrait, text, and macro & text) and you can check the adjustments on the LCD monitor prior to shooting.



Histogram display

Sunlight can sometimes make it difficult to check colour quality on the LCD monitor. At times like this, just display an image's histogram instead for quick, easy confirmation.

Slow shutter for long exposures



Shutter speeds can be adjusted to make fascinating images, for example 15-second "bulb" shots taken at night. Noise resulting from using a slow shutter speed, common among digital cameras, is reduced.

Selectable exposure modes (P/A/M)

The DiMAGE S404 supplies varying degrees of exposure control. Program (P) mode leaves everything to the camera, while the Aperture Priority (A) mode lets you experiment with depth of field. Manual (M) mode gives you control over both shutter speed and aperture.

Auto / manual sensitivity control

Automatic sensitivity gain improves image quality with dark scenes or during flash photography. Also, the four manual ISO equivalent settings (64/100/200/400) offer more creative options with shutter speed. Remarkably low noise image capture is maintained even at low ISO settings.

Full auto operation mode



For point-and-shoot simplicity, turn the control dial to Auto and let the camera take care of everything for you, from focus and flash control to white balance and exposure.

Versatile built-in flash

To ensure high image quality under varying lighting conditions, the built-in flash comes equipped with various modes: auto, manual fill-flash, and red-eye reduction.

SPECIFICATIONS

No. of effective pixels	3.95 million
CCD	1/1.8-type interline primary-colour CCD with a total of 4.13 million pixels
Lens	f/3.0 – f/3.6, 11 elements in 9 groups (includes 1 AD glass element and 2 double-sided aspheric elements)
Focal length	7.15 – 28.6 mm (35 mm equivalent: 35 – 140 mm)
Recording media	Type I CompactFlash card
File format	Exif2.1 (JPEG, TIFF), Motion JPEG (AVI); with audio, DCF, DPOF
No. of recorded pixels	2272 x 1704, 1600 x 1200, 1280 x 960, 640 x 480, Movie clips: 320 x 240 per frame
Storage capacity (using 16MB card)	(2272 x 1704) Economy: 20, Standard: 12, Fine: 7, Super Fine: 1, Movie: 52 s * Numbers above: approx. The actual number of images may vary depending upon the subject and the media used.
Autofocus system	Video AF
AF areas	Wide focus area / Focus Area Selection
Focus mode	Autofocus (Full-time AF available in the autofocus mode) / Manual focus
Focusing range	W: 0.5 m to infinity (from the CCD) T: 0.9 m to infinity (from the CCD) Macro: 16 cm to 60 cm (from the CCD)
Exposure modes	Programmed AE, Aperture priority, Manual, Digital Subject Program Selection: (Macro, Portrait, Landscape, Night portrait, Text, Macro & Text)
Digital Effects Control	Exposure, Colour saturation, Contrast
Exposure compensation	±2 Ev in 1/3 increments
Metering	Multi-segment (270 segments), Spot
Camera sensitivity	Auto, ISO 64 / 100 / 200 / 400 (ISO equivalent)
Shutter speeds	1/1000 – 4 seconds, Bulb (max. 15 seconds)
Continuous advance	Approx. 1.3 frames per second
Self-timer	Approx. 10 seconds delay
Movie recording	Max. 60 seconds, with audio
Digital zoom	2.2x
White-balance control	Automatic, Preset (Daylight, Tungsten, Fluorescent, Cloudy), Custom
Flash mode	Autoflash, Autoflash with red-eye reduction, Fill-flash, Fill-flash with red-eye reduction, Flash cancel
A/D conversion	12 bits
LCD monitor	4.6cm TFT colour, with total 122,000 pixels equivalent
Remote control	IR Remote Control RC-3 (optional)
Printing output control	Print Image Matching
PC interface	USB ver. 1.1, Video output NTSC / PAL (selectable)
Batteries*	4x AA (NiMH or Alkaline) * Use of NiMH recommended.
Battery performance*	Continuous playback time: approx. 110 min. (NiMH) * Minolta measurement Number of recording: approx. 150 frames (NiMH, LCD monitor on)
External power source	AC adapter (6V DC, option): AC-1L (100 – 200V AC), AC-2L (100–240V AC)
Dimensions (WxHxD)	113.5 x 64.5 x 58.5 (56.5 in grip area) mm
Weight	Approx. 335 g (without batteries or recording media)
Standard accessories	AA Alkaline Batteries, Neck Strap (NS-DG304), Lens Cap (LF-236), AV Cable (AVC-100), CF Card (16MB), USB Cable (USB-600), DiMAGE software CD-ROM for DiMAGE S404, Bundle software: ArcSoft PhotoImpression

Specifications and accessories are based on the information available at the time of printing, and are subject to change without notice. For the latest information, please visit www.dimage.minolta.com

Compatible Computers

- IBM PC / AT compatible computer with preinstalled Windows XP, Windows Me, Windows 2000 Professional, Windows 98*, or Windows 98 Second Edition* and with a built-in USB port as standard interface.
 - Apple Macintosh models with Mac OS 8.6**—9.2.1 or Mac OS X 10.1 and with a built-in USB port as standard interface.
- * Users of Windows 98 and Windows 98 SE must install dedicated driver software supplied with the product.
** Users of Mac OS 8.6 must download from the Internet and install "USB Mass Storage Support 1.3.5" offered by Apple Computer Inc.

Notes:

Problems may be encountered depending on what other USB devices are being used in parallel with this product. Only a built-in USB port is supported. Problems may be encountered when the camera is connected to a USB hub. Normal operation may not occur even if all the system requirements are met.

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