

Minolta Corporation Announces Two New Digital Exposure Meters For Flash, Ambient Light

Cologne, Germany, Photokina Hall 1.2, Stand G 2-18 (September 25, 2002) – Minolta Corporation introduces today two new hand-held exposure meters - the Minolta Auto Meter VF and the Minolta Flash Meter VI. The new Auto Meter VF is the successor model to the Minolta Auto Meter IV F, an exposure meter which has been popular with amateur and professional photographers alike. The new Minolta Flash Meter VI is a high-performance photographic exposure meter incorporating a spot meter function and is the latest addition to Minolta's Flash Meter line.

"Professional and amateur photographers alike have depended on Minolta exposure meters for accuracy and reliability for more than 40 years," said Jon Sienkiewicz, vice president of marketing, Minolta Corporation's Consumer Products Group. "The introduction of these two new meters, here on the eve of our 75th anniversary, underscores Minolta's continuing leadership in the design and manufacture of high quality photographic equipment."

The popularly priced Minolta Auto Meter VF features simplified operation and enhanced functionality. In addition to providing shadow/highlight-based exposure calculations for reflected light measurement, this new meter offers a custom settings mode which allows users to specify a desired exposure correction value and shutter speed increment across a broad range of apertures and shutter speeds. And, for the first time, the new Auto Meter VF provides an Analyze function, which conveniently displays the flash/ambient lighting ratio.

The Minolta Flash Meter series has also been popular with professional and amateur photographers as a complete multifunctional photographic tool. In addition to its stylish, ergonomic design, the top-of-the-line Flash Meter is the first in Minolta's flash meter line to incorporate a compact, high-performance 1° spot meter. As with the new Auto Meter VF, the new Flash Meter VI also provides an Analyze function, which conveniently displays the flash/ambient lighting ratio. The multifunction Flash Meter VI also offers brightness difference function, exposure calculation function and much more. Besides a large, ease to use digital exposure readout, the LCD's unique analog display allows simultaneous display of incident light measurement results and reflected light measurement results (spot meter's reading) along with adjustable film latitude, enabling users to determine how the subject will be reproduced on film.

About the Minolta Auto Meter VF

The Auto Meter VF measures both flash (momentary light) and ambient light (continuous light) exposure separately with a single measurement operation called the flash light/ambient light portion measurement method*. Besides normal digital exposure readout, the ratio of the flash exposure to the total exposure is represented in an easy-to-see quadrant display on the meter's Analyze scale. After measurement, the user can adjust the flash-ambient ratio by changing the shutter speed setting on the Auto Meter VF.

** Flash light/ambient light portion measurement method: After taking flash light reading (1), the meter automatically takes the ambient light reading (2) with a single measurement operation, and determines the exposure of the flash light through (1) – (2) calculation.*

In addition to continuous ambient light measurement, the Minolta Auto Meter VF offers both CORD and NON-CORD modes for flash measurements. The shutter speed can be specified in the range of 1 second to 1/500 of a second. For ambient light measurement, the display range is 30 minutes to 1/8000 of a second. For flash light measurement, the display range is 1 second to 1/500 of a second.

The display mode can be customized according to the user's preference. The selectable shutter speed increment setting is "1-stop", "1/2-stop" or "1/3-stop" increments. The selectable FNo. Display mode is the conventional "intermediate stop display (1/10-stop increments)" or the "f-number direct-reading" mode.

*** The f-number direct-reading mode is useful for cameras providing intermediate f-number settings (e.g. F3.5, F6.5) which is very useful for many of today's digital cameras.*

In addition to the averaging function that determines an average exposure reading at any two points, the Minolta Auto Meter VF provides the shadow-based and highlight-based exposure calculation functions in reflected light measurement***. For example, if a photographer needs to accurately render details in shadow areas of a scene, the meter can calculate the optimum exposure from the reflected light reading of the shadow detail. On the contrary, to prevent a white subject from becoming over saturated the meter can calculate the optimum exposure from a reading taken on the highlight detail.

**** (When using optional accessories Reflected light Attachment II or View finder 5o)*

With its built-in memory function, the easy to use Auto Meter VF can store up to two measured values in the memory, enabling lighting ratio and contrast on a subject to be easily confirmed.

For more detailed specifications on the Minolta Autometer VF, please refer to the Autometer VF [specifications](#) sheet.

About the Minolta Flash Meter VI

In addition to other professional functions, the new Minolta Flash Meter VI incorporates a high-performance spot metering function with an acceptance angle of 1°. The Flash Meter VI not only operates as two different meters with a single unit, but it also displays the incident light and reflected light measurement results simultaneously and compares them by using the meter's analog latitude display function.

The built-in spot meter uses a compact, high-precision optical system to provide a bright view while maintaining the meter's compact size. Additionally it features an easy to use diopter dial to ensure precise viewing and comfortable operation even for eyeglass wearers.

Ensuring that the tonal range of the subject will be compatible with the final medium, i.e., film, printing ink, digital, television, etc., has long been a concern to knowledgeable photographers. The Flash Meter VI enables photographers to enter latitude of film or final medium and determine mid-tone standard (18-percent) using an incident reading. Once determined, the photographer can then measure the range of subject tones with the spot meter and use the Flash Meter VI's LCD analog display to determine if they will fit the latitude range and how they will be rendered in the final result.

The latitude* range based on the standard exposure measured by the flash meter (incident light measurement result) is displayed on the dot indicator of the analog scale. Simultaneously, the spot meter's reading (reflected light measurement result) is displayed on a dot indicator of another analog-like scale. The user can visually check how each part of the subject is reproduced on the film by confirming the difference between the measured values for highlight and shadow areas on a subject and the standard exposure. With the Minolta Flash Meter VI, a user can easily determine the exposure suitable for an intended photographic image, because the exposure decision process can be instantaneously confirmed on the meter's LCD panel.

** Latitude means the effective exposure range of a film. If the exposure on a subject exceeds the latitude range, the extremely bright area will be saturated with white, and the extremely dark area will be saturated with black on the film.*

Multiple Functions

- **Analyze function:** With a single, flash-ambient light measurement, the Flash Meter VI can display the ratios of both flash and ambient light on the meter's LCD panel. The user can control the ratio of the flash illumination by changing the shutter speed setting, to produce the desired lighting effect according to the intended photographic image. The new Analyze quadrant display scale improves the visibility.
- **Memory function:** With a push of the Memory key, the Flash Meter VI can store measurement data on up to 10 points.
- **Brightness difference function:** The Flash Meter VI displays the exposure difference between a

predetermined standard value and the measured value for target points on the EV value display and the dot indicator of the analog display scale.

- Exposure calculation (S/A/H) functions: According to the intended photographic image, the Flash Meter VI provides three types of exposure calculations - Shadow-based exposure, Average exposure and Highlight-based exposure.
- Custom settings mode: The display mode can be customized according to the user's preference. The selectable shutter speed increment setting is "1-stop", "1/2-stop" or "1/3-stop" increments. The selectable FNo. display mode is the conventional "intermediate stop display (1/10-stop increments)" or the "f-number direct-reading"*** mode.

*** The f-number direct-reading mode is useful for digital cameras providing intermediate f-number settings (e.g. F3.5, F6.5) that cannot be selected with conventional film cameras.*

For more detailed specifications on the Minolta Flashmeter VI, please refer to the Flashmeter VI [specifications](#) sheet.

Minolta Corporation

Minolta Corporation, headquartered in Ramsey, New Jersey, is the largest subsidiary of Minolta Co. Ltd. of Osaka, Japan, a leading manufacturer of cameras, business equipment, radiometric instruments and planetariums. Minolta Corporation's Consumer Products Group (CPG) markets 35mm film and Advanced Photo System cameras, digital cameras, binoculars, accessory lenses, photographic light meters, 35mm and Advanced Photo System film scanners and other consumer products.

The corporation's Business Products Group (BPG) markets digital and analog office equipment. Products include black-and-white copiers, digital black and white printer/copiers, plain-paper laser facsimile machines, digital color printer/copiers, micrographic systems, document management software, and related office equipment.

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