

MINOLTA TEACHES SLRs A WHOLE NEW WAY TO THINK



The Maxxum System began in 1985, when Minolta introduced the camera that started the 35mm autofocus SLR revolution, the Maxxum 7000. The i-series of intelligent 35mm SLRs was born with the introduction of the Maxxum 7000i in 1988.

Now, Minolta teaches SLRs a whole new way to think. Meet the Maxxum 7xi, programmed with the Expert Intelligence of the world's best photographers. More

than 200 engineers working on the xi project have produced a camera that can actually think, using "fuzzy logic," a very flexible and responsive method for computers to process information. A 16-bit CPU with 20 MHz clock speed (compared to the 8-bit, 4.7 MHz CPU of the Maxxum 7000 and 8-bit, 10.5 MHz CPU of the Maxxum 7000i) is the brain behind the Maxxum 7xi's Expert Intelligence. Programmed into it are your best pictures ever—automati-

cally. Eye-Start Automation. Omni-Directional Continuous/Predictive autofocus. AF integrated 14-segment honeycomb metering. Focus-priority continuous film advance up to 4 fps. Expert Autozoom. Graphic Display Viewfinder. Wireless off-camera TTL flash. And the ability to control anything or everything yourself if you wish. Maxxum 7xi, the world's quickest, smartest autofocus 35mm SLR, is waiting for you at your local dealer.

NEW MAXXUM® 7xi

ONLY FROM THE MIND OF MINOLTA



MINOLTA

EXPERT ANALYSIS BEGINS WITH EYE-START AUTOMATION

It all begins with Minolta's exclusive Eye-Start Automation. When you pick up the Maxxum 7xi and bring it up to your eye, sensors in the hand grip and below the viewfinder eyepiece activate the camera's autofocus, autoexposure, and autozoom systems. Thus, the Maxxum 7xi is ready to shoot even before you are. You'll never miss another picture trying to adjust camera settings while the photographic moment passes you by.

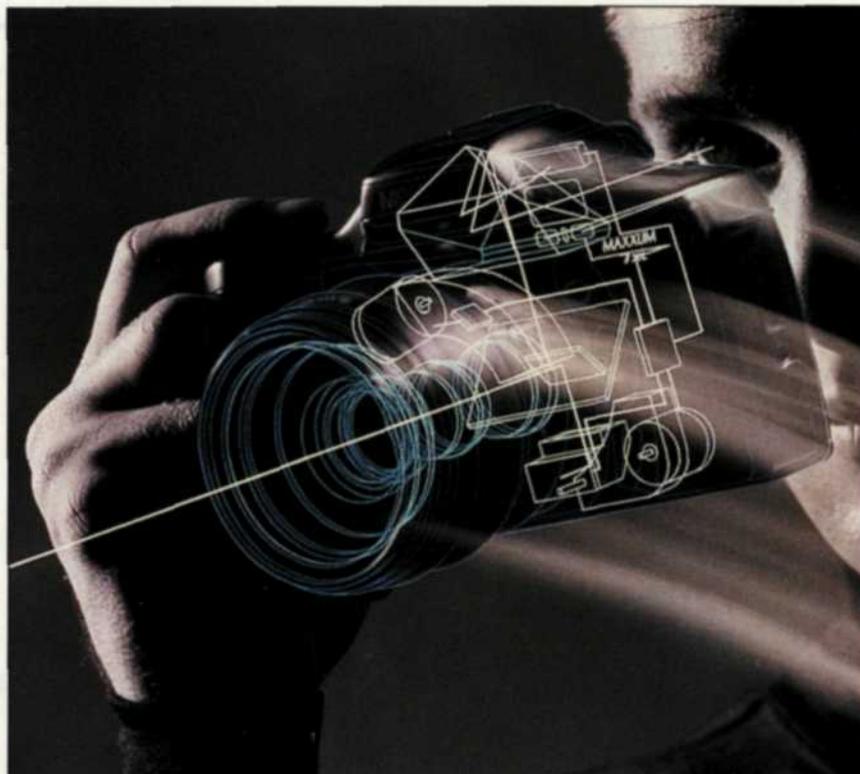
Once you bring the Maxxum 7xi up to your eye, it's as if fuzzy-logic control has put a professional photographer within the camera to make and implement all the decisions needed to properly record the image you envision.

Is the subject moving or stationary? Toward or away from the camera, or across the frame? Is the camera oriented horizontally or vertically? Where should the focus be set? What type of subject is it (i.e., close-up, portrait, snapshot, landscape)? Where is the subject in the frame? Which metering pattern will be most efficient? What is the lens focal length? The subject magnification? Which shutter speed is best? Which lens aperture? The Maxxum 7xi's Expert Intel-

ligence with fuzzy-logic control makes all of these decisions automatically and almost instantaneously. All you have to do is bring the camera up to your eye and point it at your subject!

Just what is fuzzy logic? Here's an example. Standard camera computers might define backlighting as a difference of 2 stops between subject and background. If the difference measures only 1.9 stops, the computer's programming says that's not backlit, and no compensation is provided. With fuzzy logic, the computer defines the 1.9-stop difference as "somewhat backlit," and sets the exposure accordingly. And, unlike conventional camera-computer logic, the

Maxxum 7xi's fuzzy-logic control can change its mind instantly and re-evaluate the scene if it should change in any way. Fuzzy logic is faster, more flexible, and more like a human expert photographer in its decision making.



Eye-Start automation means the 7xi is ready when you are.

The Maxxum 7xi's fuzzy-logic control makes all the decisions rapidly, professionally, and automatically.



EXPERT AF SYSTEM

The Mind of Minolta gave us the camera that began the AF 35mm SLR revolution, so it's not surprising that Minolta has come up with the incredible autofocus system in the Maxxum 7xi.

First, there's Automatic AF Mode Selection. If the subject is stationary, the Maxxum 7xi will lock focus on it. If the subject is moving, the camera will continuously focus on it as it moves and changes distance from the camera.

Then, there's the amazing Omni-Dimensional Predictive Autofocus. Most AF cameras with a continuous-AF mode will follow focus on a subject that is moving at a steady rate toward or away from the camera; some will even predict its location at the moment of exposure, and set the focus accordingly. But only the Maxxum 7xi will do this when the subject changes speed or direction. With the Maxxum 7xi, the subject can accelerate, decelerate, move toward the camera, move away from the camera, move across the focal plane, or even make a U-turn toward or away from the camera—and the autofocus system will accurately track it and have its image sharply focused at the instant of exposure. The system operates so rapidly that it can produce sharp results with subjects moving at 180 miles per hour! And you can shoot autofocus images at up to 4 frames per second with the Maxxum 7xi's built-in motor drive.

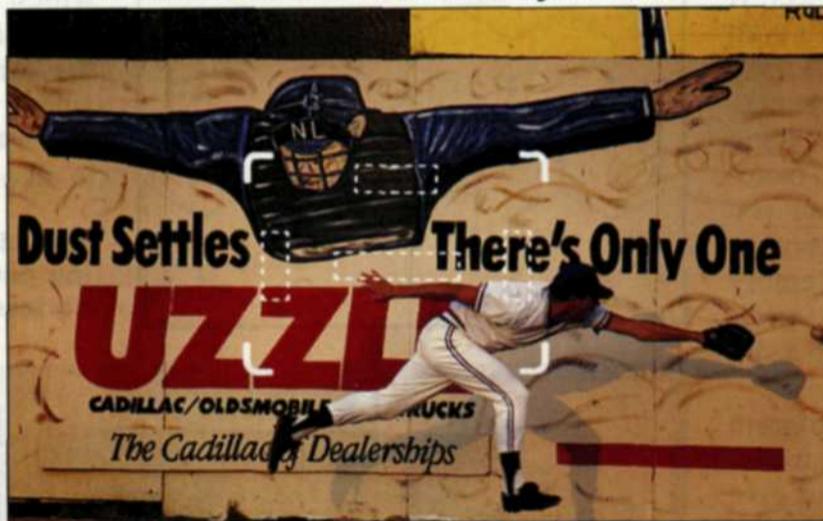
The Maxxum 7xi has the widest AF area of any current autofocus 35mm SLR, some 3 times larger than the Maxxum 7000i's. Four CCD AF sensors are employed, with 836 pixels (compared to 266 pixels for the Maxxum 7000i's 3 sen-



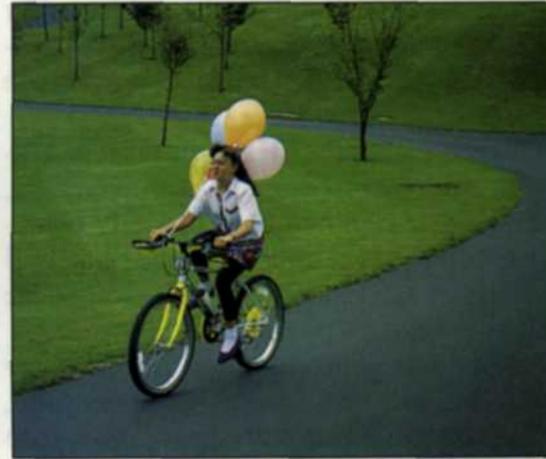
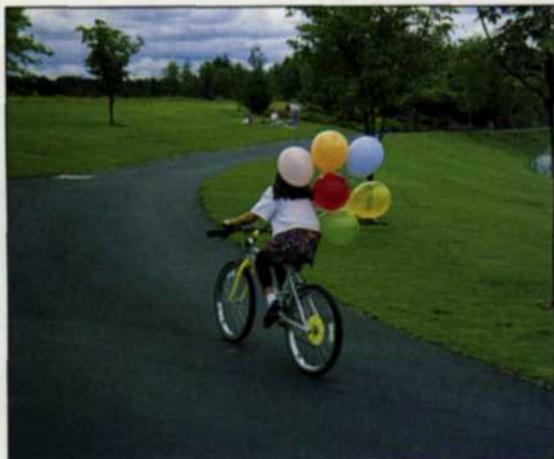
The 7xi's AF area automatically changes for verticals.

sors). The sensors include a central horizontal, left and right vertical, and upper horizontal CCD. This large AF sensing area makes it much easier to locate moving subjects, and to track all subjects.

The 7xi has the widest AF area of any current AF SLR.



The Maxxum 7xi offers the world's first Omni-Dimensional Predictive Autofocus.



When you move the Maxxum 7xi from a horizontal format to a vertical format, a sensor detects it, and switches the upper horizontal AF sensor off for accurate autofocusing of vertical-format subjects. You can also manually select any of the sensors for special situations. The camera's clear LCD viewfinder display will indicate the active sensor.

Incidentally, the horizontal-mode AF brackets in the viewfinder correspond to "rule of thirds" intersection points, helping you to compose dynamic images.

Along with its incredible speed of response, the Maxxum 7xi's AF system works in light levels as dim as EV -1, the lowest level available in AF cameras. There's also a built-in AF illuminator for really low light levels. It activates automatically when needed, and is effective out to a distance of 30 feet.

Of course, you can focus the Maxxum 7xi manually, too. With standard Maxxum lenses, manual focusing is done in the usual manner, via the lens's focusing ring, and the in-focus indicator in the viewfinder will light when sharp focus has been achieved.

With the new Maxxum xi-series Autozoom lenses, manual power focusing is provided via the lens's zoom motor. Pulling the zoom ring back and then rotating it activates the power focusing. Turn the ring slightly off-center; and focusing is done slowly, turn it farther, and focusing is faster.

Whether you're using manual power focus or Expert Autofocus, critical focus is achieved quickly and positively with the Maxxum 7xi.

EXPERT AE SYSTEM & EXPERT PROGRAM SELECTION

At the heart of the Maxxum 7xi's Expert AE System is a 14-segment silicon metering cell, consisting of 13 segments in a honeycomb array, plus the background segment. The uniform segments, and the symmetrical reading patterns that they create, provide remarkably precise control of the metering pattern, and thus the exposure.

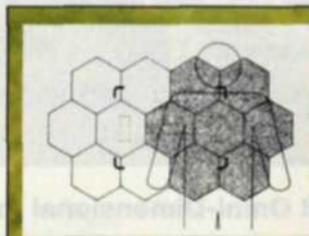
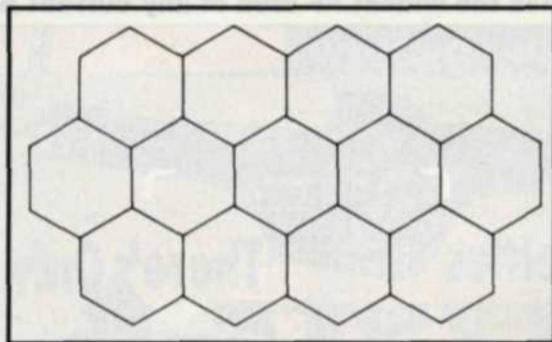
The Maxxum 7xi's Expert Intelligence evaluates subject conditions, as well as lens focal length and camera movement, and applies this data to a set of basic photographic situations: Close-ups, Portraits, Snapshots (semi-distant scenes), and Landscapes. The Expert System's fuzzy logic can even recognize combinations of these subject types.

Once all of this data has been processed (the fuzzy logic does it almost instantaneously), the Expert AE System builds a pattern of metering cells around the subject, weighting them to provide the best exposure of the subject. If the subject moves, the pattern shifts with it, assuring consistent exposure. A spot-metering function employs only the center segment of the honeycomb, reading 2.7% of the image area. The AEL (automatic-exposure lock) button allows you to hold that reading while recomposing the scene; and the Multi-Spot Memory Creative Expansion Card lets you average several spot readings or lock in a single reading.

The Maxxum 7xi's Expert Program Selection automatically provides smaller apertures for close-up subjects, to give you ample depth of field, and larger apertures for portraits, to blur the background and accentuate the subject. For snapshot and landscape subjects, the system chooses smaller apertures to provide great depth of field.

If the camera's AF sensor detects subject movement (or camera movement), the Expert Program automatically calculates and sets a shutter speed that will minimize the motion, assuring you of the sharpest images possible.

Two intriguing Maxxum 7xi features are P/S and P/A modes. In P/S mode, you can adjust shutter speeds in 1/2-stop



increments, while the aperture is adjusted automatically to provide correct exposure; and the Action Index appears at the bottom of the viewfinder display. The Action Index shows the relative degree of blur in an action shot, the graphic indicator moving from the sharp icon to the blurred one as slower shutter speeds are selected. Similarly, the depth index shows you the relative depth of field on a scale right there in the viewfinder, as you change the aperture setting.

For the photographers who want to set things for themselves, the Maxxum 7xi also provides aperture-priority AE (you set the aperture you want, for depth-of-field considerations, and the camera will set the proper shutter speed), shutter-priority AE (you set the desired shutter speed, for action-freezing or blurring considerations, and the camera sets the corresponding aperture for correct exposure), and metered-manual mode, in

which you can set any shutter speed and aperture, in 1/2-stop increments, and the camera will indicate what it considers to be correct exposure. There's also ± 4 stops of exposure compensation in all of the autoexposure modes.

The Maxxum 7xi's honeycomb metering pattern automatically changes for horizontal and vertical images.

EXPERT AUTOZOOM

When you bring the Maxxum 7xi up to your eye with one of the new xi-series Autozoom lenses attached, the Auto Stand-by Zoom (ASZ) feature is activated, in which the camera's Expert Autofocus System measures the distance to the subject and selects a focal length that gives your picture a pleasing composition. Thus, you never have to miss a photo while you're trying to set the right focal length on a zoom lens.

To enable you to keep track of fast-breaking photo opportunities, there's a Wide-View mode. In this mode, the lens zooms back to a wider focal length than the one at which the picture will be taken, so that the viewfinder shows 150% of the picture area, and you can easily see an approaching photographic "decisive moment."

With the Image-Size Lock feature, the lens will automatically zoom to maintain a constant subject size when the subject moves toward or away from the camera. Just set the focal length for the desired composition, and press the Lens Function Button on the barrel of any new xi-series Autozoom lens, and this mode is activated.

Another automatic zoom function is provided when you insert the Child Creative Expansion Card into the

Maxxum 7xi: Advanced Program Zoom (APZ), in which the camera changes automatically from one-time ASZ to continuous APZ. The focal length changes as the subject's distance changes, so that you'll always have a pleasing image composition.

Five new xi-series Autozoom lenses (plus one Power Zoom lens) have been designed espe-



Five new Maxxum xi-series Autozoom lenses offer focal lengths from 28mm to 300mm, and provide Auto Stand-by Zoom, Image-Size Lock, and Wide-View Zoom.



Macro zoom. (The new Power Zoom lens is a 35-80mm f/4-5.6.) They're much lighter and more compact than conventional zoom lenses of similar focal lengths, making them especially easy to carry and to handhold.

Each of the new xi Autozoom lenses features an ultracompact internal zoom motor, which, when used in conjunction with the Image-Size feature, automatically selects the most appropriate zoom speed to maintain picture composition throughout its range of focal lengths. The variable-speed zooming may also be activated manually, by turning the spring-loaded zoom ring on the lens barrel. The farther you turn the zoom ring, the faster the zoom rate becomes.

Another useful feature of the new xi Autozooms is Auto Compact, in which the lens automatically zooms to its shortest physical length when the camera is switched off, for compact storage.

Of course, all previous Maxxum lenses can be used with the Maxxum 7xi camera—the world's widest range of autofocus lenses, from 16mm f/2.8 full-frame fisheye to 600mm f/4 supertelephoto, including 50mm f/2.8 and 100mm f/2.8 true macro lenses, and the unique AF Macro Zoom 3X-1X f/1.7-2.8. These lenses provide all camera functions except autozoom (provided only by the new xi lenses).



cially to take full advantage of the Maxxum 7xi's Expert Programming and high-speed operation. Each has an 8-bit CPU IC (Central Processing Unit Integrated Circuit) to control its new functions. The new Autozoom lenses include a 28-80mm f/4-5.6 zoom, a 28-105mm f/3.5-4.5 zoom, a 35-200mm f/4.5-5.6 zoom, an 80-200mm f/4.5-5.6 Macro zoom, and a 100-300mm f/4.5-5.6

EXPERT FLASH SYSTEM



The 7xi is the first SLR with built-in red-eye reducing TTL flash.

main flash exposure, to stop down a subject's eyes and reduce those annoying red spots in subjects' eyes known as red-eye.

Flash-cancel mode keeps the flash from popping up and firing in dim lighting, so you can shoot photographs by existing light for a realistic, atmospheric effect.

In program, shutter-priority, and aperture-priority modes, the Maxxum 7xi automatically sets the flash-sync shutter speed ($1/500$, or down to $1/60$ in P and S modes). However, you can use the Maxxum 7xi's slow-shutter sync feature to set a slow shutter speed to properly expose a dark background while the flash properly exposes a foreground subject. Just activate the flash manually

and press the AE-lock button, and the flash will be balanced with ambient light, automatically. This feature lets you shoot

those dynamic portrait-in-front-of-night-cityscape shots.

When you want more flash power, the accessory Maxxum Flash 3500xi attaches to the Maxxum 7xi's hot-shoe mount, and provides automatic TTL flash-exposure control, zoom flash (the flash unit automatically adjusts to cover the focal length at which the zoom lens is set), and slow-shutter sync. And it can be removed from the camera hot-shoe and fired wirelessly for more attractive off-camera flash lighting—an SLR first. If you press the camera's pop-up flash button and hold it in while taking the picture, the off-camera 3500xi flash unit will provide $2/3$ of the light, while the built-in on-camera flash unit will provide $1/3$ of the light, for an attractive 2:1 lighting ratio, automatically.

In addition to the above features, the Maxxum Flash 3500xi can be used in the bounce position to provide softer, more natural lighting. And with TTL flash metering, every exposure will be perfect.

When the Maxxum Flash 3500xi is used off-camera, an almost infinite number of flash/ambient light possibilities are available because of TTL exposure control. And, you can use up to 10 individual 3500xi flash units together for some really incredible effects. Multiple-flash macro, multiple-light portraits—it's all possible with the Maxxum 7xi and the Maxxum Flash 3500xi.

The Maxxum 7xi is the first interchangeable-lens SLR to incorporate red-eye-reducing flash, as well as the first to offer wireless TTL flash—imagine being able to move your flash unit off-camera, with full TTL control!

The 7xi's built-in anti-red-eye flash is the first SLR-incorporated unit to employ energy-saving IGBT circuitry. It has an ISO 100 guide number of 12 (meters, 40 in feet), and covers the angle of view of a 28mm lens.

In wireless-flash mode, the built-in unit triggers the accessory Maxxum 3500xi flash unit to provide wireless off-camera TTL flash-exposure control for creative lighting techniques.

Autoflash is the Maxxum 7xi's standard mode. It's set anytime the P (program) button is pressed or the battery is replaced. In this mode, the flash automatically pops up and fires whenever the camera's Expert System deems it necessary. You don't even have to think about it.

Pre-flash mode causes the flash unit to fire a series of small bursts before the

Multiple TTL flash.



Wireless off-camera TTL flash.



CREATIVE EXPERTISE WITH MINOLTA'S CREATIVE EXPANSION CARDS

For those who want to really expand their creativity, Minolta offers a unique system for Maxxum cameras, both i and xi series—Creative Expansion Cards. These computer-software cards, which are easily inserted into the camera, automatically program the camera to perform functions that would otherwise distract you from more artistic concerns. There are now 21 Creative Expansion Cards, including 6 new ones.

For example, the Panning Card, designed specifically for the Maxxum 7xi, employs the camera's Action Index to help you hone your ability to accurately pan the camera to follow a moving subject, while using a slow shutter speed to blur the background. When the card is activated, it uses AF system data to evaluate the accuracy of your panning. The more accurate the panning, the slower the shutter speed that will be set, and the more blurred the panned background will be.

The Intervalometer Card lets you set the camera to shoot 1 to 40 frames at intervals from 1 second to 24 hours, with start times from instantaneous to 24 hours after pressing the shutter button.

The Background Priority Card lets you select a specific degree of depth of field and maintain that setting regardless of focal length or subject-distance change.

Travel Card.



Panning Card.



Child Card.

The Child Card was designed for photographing erratically moving children, and sets the camera to help you avoid making those out-of-focus, poorly framed images that so often occur when photographing kids. This card sets the camera to program, flash on, single-frame advance, and sets the APZ for greater magnification (since children are smaller than adults).

The Travel Card (which can also be used with other Maxxum i models) maximizes depth of field by using

smaller apertures, increases foreground sharpness by shifting focus to the lens's hyperfocal distance, programs the ASZ feature to set focal lengths no greater than 50mm, and directs the camera to use higher shutter speeds when camera movement (as occurs when shooting out the window of a moving train) is detected.

There's even a Customized Function Card xi, which lets you personalize some of your camera's features.

LET MINOLTA MAKE YOU AN EXPERT WITH THE MAXXUM 7xi, MAXXUM 3xi, AND THE MAXXUM SPxi

The Maxxum 7xi isn't the only new Maxxum with Expert Intelligence. There are two more cameras in the third generation of Maxxum. The Maxxum 3xi, the world's smallest AF SLR with built-in flash, is a top performer loaded with great features. The Maxxum SPxi swaps spot metering for the built-in TTL red-eye-reducing flash, and is the world's most compact AF SLR,

period. Designed for the beginning photographer, the Maxxum 3xi and SPxi offer the most simple operation available today, plus plenty of features with which the photographer can grow, including the same Expert Programming as the Maxxum 7xi, Eye-Start Expert AF, AE, and Auto Stand-by Zoom, predictive AF in light as dim as EV -1, 8-segment honeycomb metering, and lots more.



World's Most Advanced AF SLR, with Expert Intelligence



World's Most Compact Built-in Flash AF SLR, with Expert Intelligence

Minolta's exciting new Maxxum 7xi incorporates 33 world-first features: Automatic Eye-Start Activation in an SLR, 4-fps AF-Integrated Drive, largest AF area, 4 AF sensors, automatic horizontal/vertical AF area selection/adjustment, auto-subject-detection AF system with fuzzy logic, Omni-Directional Predictive AF with 3-Dimensional Subject Movement Detection and Multi-Movement Focus Control, unique honeycomb metering pattern, 14-segment metering area, Auto Photo/Subject Status Determination by focal length and image magnification Expert Program, Auto Photo/Subject Determination by subject movement Expert Program, quick-access Pa/Ps by Dual Dial, built-in preflash for red-eye reduction in an SLR, IGBT circuit for built-in flash in an interchangeable-lens SLR, wireless TTL flash control, TTL wireless 2:1 ratio control with built-in flash, Auto Program Zoom-capable lens, Auto Stand-by Zoom, Image-Size Lock, 150% Ultra-Wide VF, Auto



World's Most Compact AF SLR, with Expert Intelligence

Compact interchangeable AF lenses, most compact zoom lenses, electronic compensation for varifocal lenses, 3-in-One zoom ring (power zoom/power focus/focus hold), transparent LCD SLR viewfinder, Image Control Indicator, automatic panorama indication in viewfinder, 1-chip microprocessor with 64K ROM, auto shutter-speed control for panning (Panning Card), automatic control of background sharpness based on input (Background Priority Card), customized P-Reset modes

(Customized Card xi), automatic selection of landscape/auto-depth/shake protection (Travel Card), and automatic zoom & AE control with child-size program (Child Card). Many of these great features are also included in the Maxxum 3xi and SPxi.

This tremendous list of world's-first features, plus many popular proven ones, makes the Maxxum xi cameras great performers. With these three cameras, Minolta does indeed teach SLRs a whole new way to think.

NEW MAXXUM[®] SERIES xi

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