



# *What is Minolta?*

*Amid the intensively networked society that will emerge during the 21st century, it is projected that further surges of progress will be achieved in information technology (IT) and that the range and diversity of information applications involving computers, communications and other equipment, and software for data inputting and outputting will increase considerably. These and other changes are expected to promote the rapid diversification and digitization of communication styles and methods of people everywhere.*

*In light of these prospects, Minolta is endeavoring to effectively leverage its core imaging technologies by equipping itself with greater capabilities for employing sophisticated IT and networking technologies and providing total solutions tailored to match the varying quality and performance requirements of users. To help readers better understand Minolta's strategic positioning, the following sections focus on the Company's core imaging technologies, approach to environmental preservation, and positioning with regard to individual industry segments.*



## Core Imaging Technologies

Minolta is building on its technological strengths accumulated over many years through the development of cameras and image information products, such as in the area of optical technologies, as well as know-how related to the sensing, analysis, and reproduction of colors. The Company has steadily bolstered such strengths by augmenting its associated resources and software. Keeping in step with the growing use of electronic networks due to contemporary technological advances that are expanding the scope of digital technologies and IT, Minolta is further strengthening and integrating its technological resources that have potential to increase the ease with which customers can make use of the Company's technologies during the 21st century. The Core Imaging Technologies section of this report presents an overview of Minolta's solid core imaging technologies foundations, which have spawned a broad range of products well suited for satisfying customer needs.



## Environment

Aiming to further step up its environmental preservation activities, Minolta has begun implementing the Minolta Mid-Term Environmental Plan, which covers the five fiscal years beginning with fiscal 1999. This plan expands on previous environmental preservation activities by setting clear-cut goals for improvement with respect to individual preservation and business activity categories. One of the plan's goals is to obtain ISO 14001 certification for all major Group manufacturing facilities in Japan and overseas. Product-related goals include reducing the use of specified chemicals and increasing product recovery and recycling. Among the broad range of planned initiatives related to corporate facilities, the Company is aiming to establish recycling systems, reduce the volume of waste products generated, conserve energy, precisely manage the use of chemicals, and make important contributions to local communities as well as to society on a larger scale.



## Industry Segment Report

Based on the highly competitive technological resources described above, Minolta develops and provides diverse products, services, and solutions while placing strong emphasis on the functionality of those offerings as seen from customers' perspectives. The Industry Segment Report section of this report presents information on the Company's recent initiatives in its four principal business segments.

Minolta recognizes that the increasingly pervasive presence of IT has brought the Company to the brink of an era in which all of its products will be digitized and interconnected with networks. Accordingly, rather than focusing exclusively on individual business fields, the Company is striving to address customer objectives, applications, and needs by developing and providing digital solutions that thoroughly integrate requisite technologies, regardless of their origin.