

# LOOK WHAT'S POSSIBLE WITH THE MAXXUM 7xi

ONLY FROM THE MIND OF MINOLTA



MINOLTA

EXPERT  
INTELLIGENCE

EXPERT  
AUTOFOCUS

EXPERT  
AUTOEXPOSURE

EXPERT  
AUTOZOOM

EXPERT  
FLASH

EXPERT  
EXPANSION  
CARDS



# EXPERT INTELLIGENCE

**The Maxxum 7xi is the first AF SLR to use Expert computer programming.**

- Programmed to make "human-like" decisions based on the knowledge of professional photographers.



- Processes information faster and more reliably than all other AF SLRs.

Benefit: Provides the most flexible and precise response to any photographic situation.

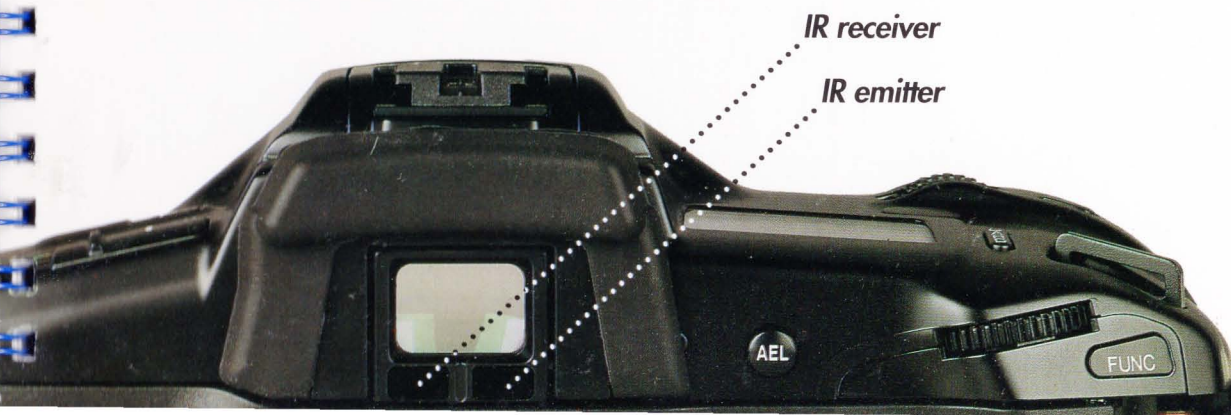


# EYE-START AUTOMATION

When you pick up the Maxxum 7xi and look through the viewfinder, all picture-taking functions are automatically activated.

- Eye-Start Automation instantly activates:  
EXPERT AUTOFOCUS  
EXPERT AUTOEXPOSURE  
EXPERT AUTOZOOM  
EXPERT PROGRAM SELECTION

Benefit: The Maxxum 7xi is ready as soon as you pick it up, so you'll never miss any photographic opportunity.



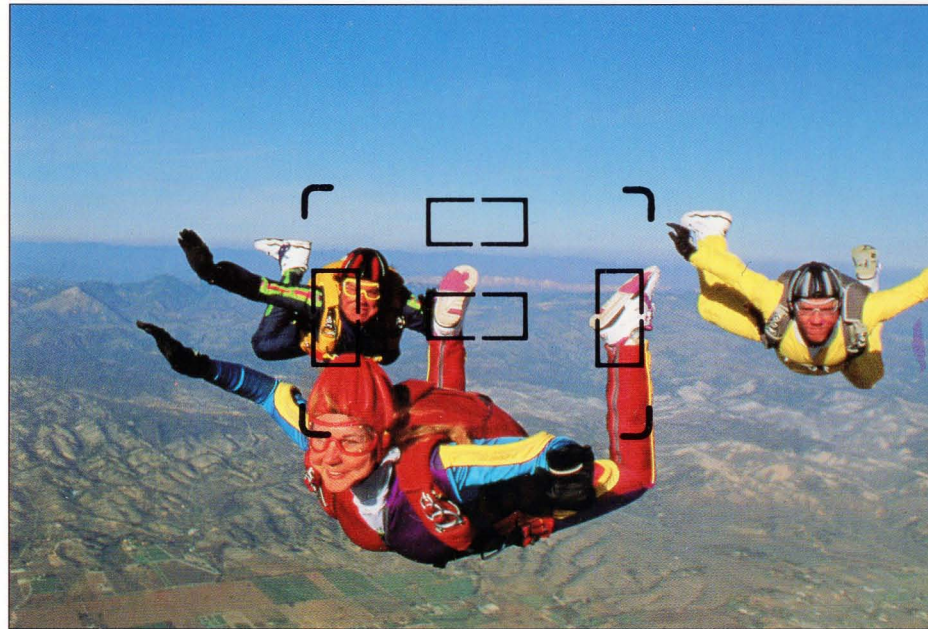


# EXPERT AUTOFOCUS

The Maxxum 7xi has the world's most sophisticated and responsive SLR autofocus system.

- Features the world's largest AF area.
- The world's fastest and most accurate AF system.

*Benefit:* Your subject is always in sharp focus under all picture taking conditions.

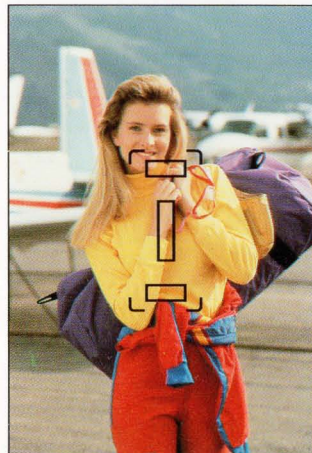


- The ultra-wide focus area uses two horizontal and two vertical AF sensors.
- All four AF Sensors are individually selectable for more precise focusing.

## Automatic Horizontal/Vertical AF Area Adjustment



*Horizontal*



*Vertical*

*AF Sensors automatically adjust to changes in composition.*

## Low Light AF

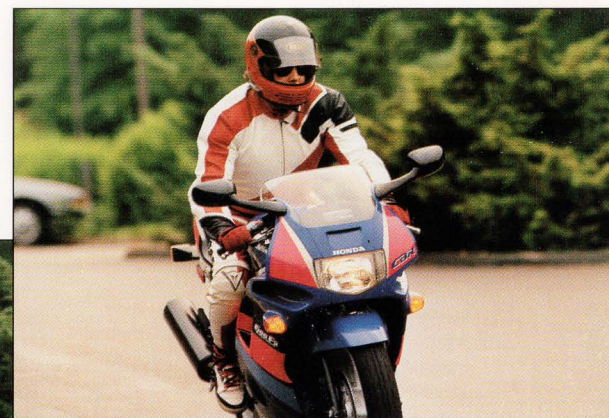
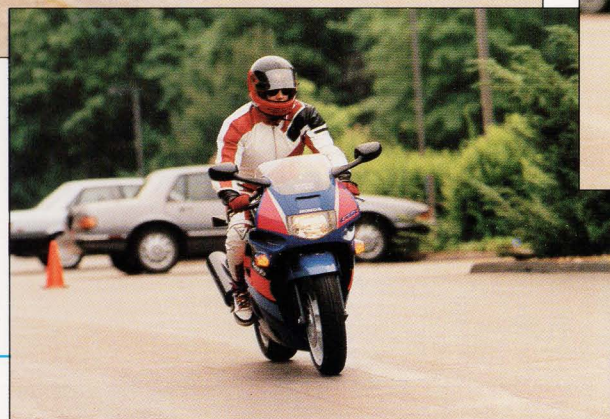
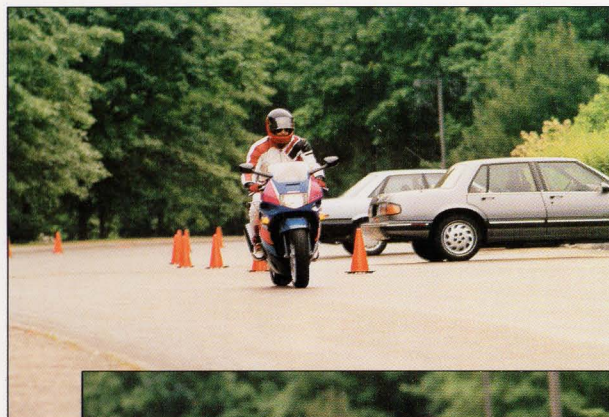


*Focuses in low light down to -1 EV... Even in complete darkness with the built-in AF illuminator.*



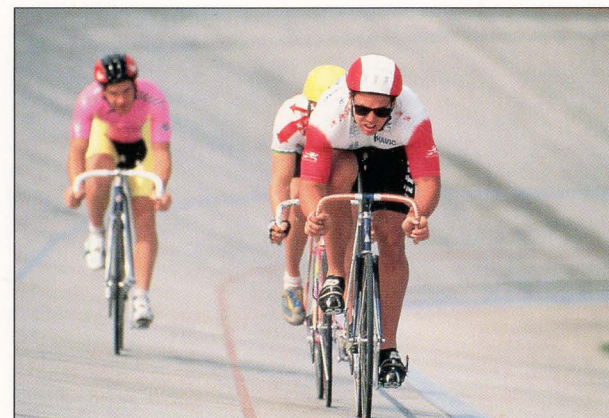
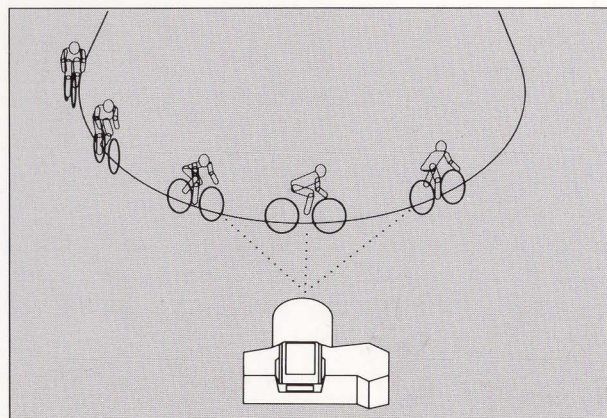
## High-Speed Autofocus

- Focuses faster than any other AF SLR.
- Maintains precise focus on fast-moving subjects up to 180 miles per hour
- The ultra-fast  $1/8000$  sec. shutter speed freezes fast action.
- Shoots the world's fastest action stopping sequences — up to 4 frames per second — with *Continuous AF*



## Omni-Dimensional Predictive Focus Control

- The world's only camera that tracks acceleration and subject velocity in *ANY* direction.
- Measures speed and predicts where the subject will be at the instant of exposure.





# EXPERT AUTOEXPOSURE

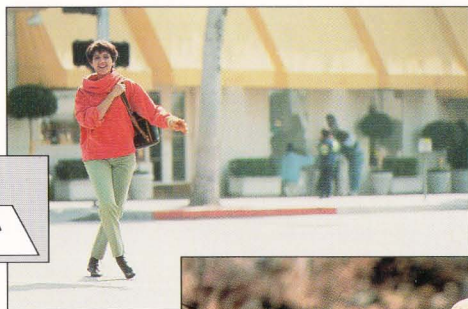
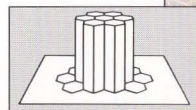
The 7xi features a 14-segment metering system with AF integration for superior results.

- Compares the brightness of the main subject to its surroundings and background.

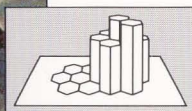
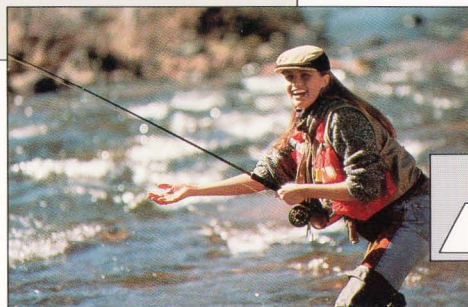
Benefit: Superior results in all lighting conditions, no matter where the subject is positioned.



*14-segment Honeycomb-Pattern Metering measures image brightness in 13 sections, plus the background, for optimum exposure.*



*Exposure area changes with subject movement.*



*Selectable Spot Metering reads 2.7% of the image area.*

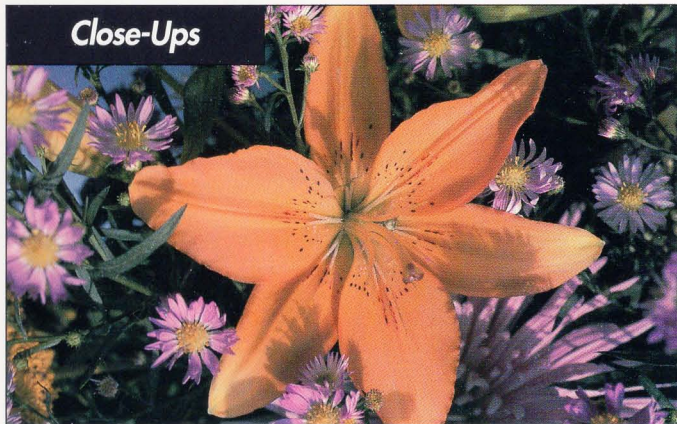




## Expert Program Selection

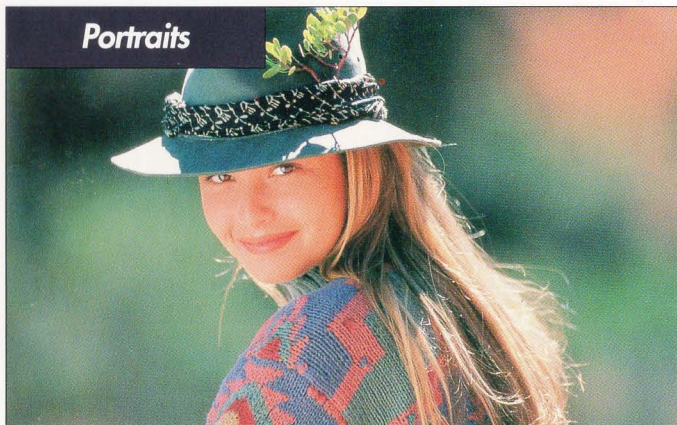
This Expert System recognizes different photographic situations and automatically fine-tunes the exposure settings just like a professional photographer.

### Close-Ups



*Selects a small aperture to increase depth-of-field\*, and an appropriate shutter speed to prevent blur from camera shake.*

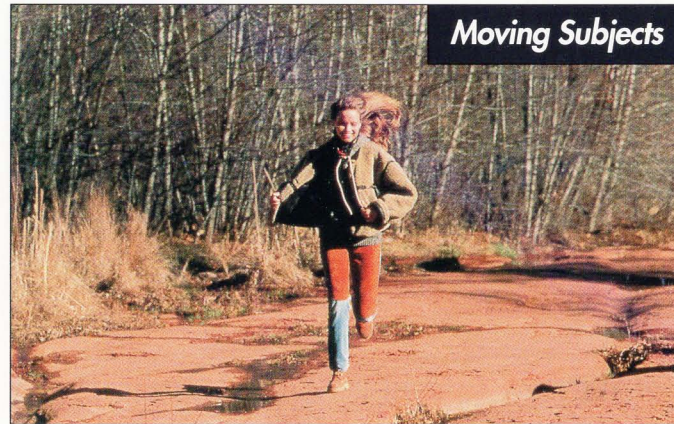
### Portraits



*Provides less depth-of-field\* in order to isolate the main subject from its background.*

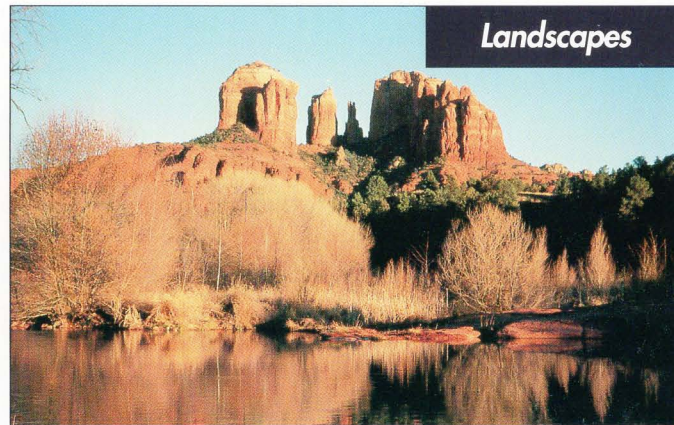
\* Depth-of-field is the area of sharp focus in front of and behind the subject.

### Moving Subjects



*Measures subject movement and selects a shutter speed that will stop the action.*

### Landscapes



*Maximizes depth-of-field\* to keep everything from foreground to background in sharp focus.*

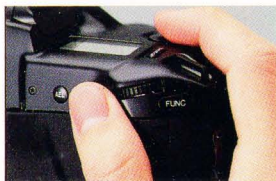


## Image-Control Index

The Image Control Index helps you visualize the end result so you can create the effect you want.

### Depth Index

- With the indicator on the left side, only your subject will appear in sharp focus.
- Turn the rear control dial to the right to increase the depth-of-field.



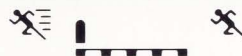
Benefit: Subject stands out from background.



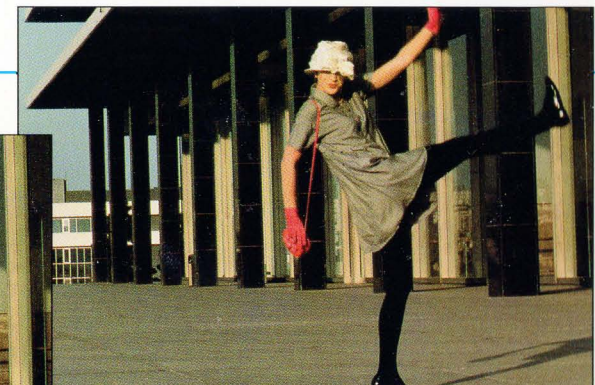
Benefit: Background remains sharp for greatest detail.

### Action Index

- The indicator shows the action-stopping ability of the shutter speed.
- Turn the front control dial to the right to freeze motion.



Benefit: Creatively emphasize motion.



Benefit: Stop motion for sharpest subject.

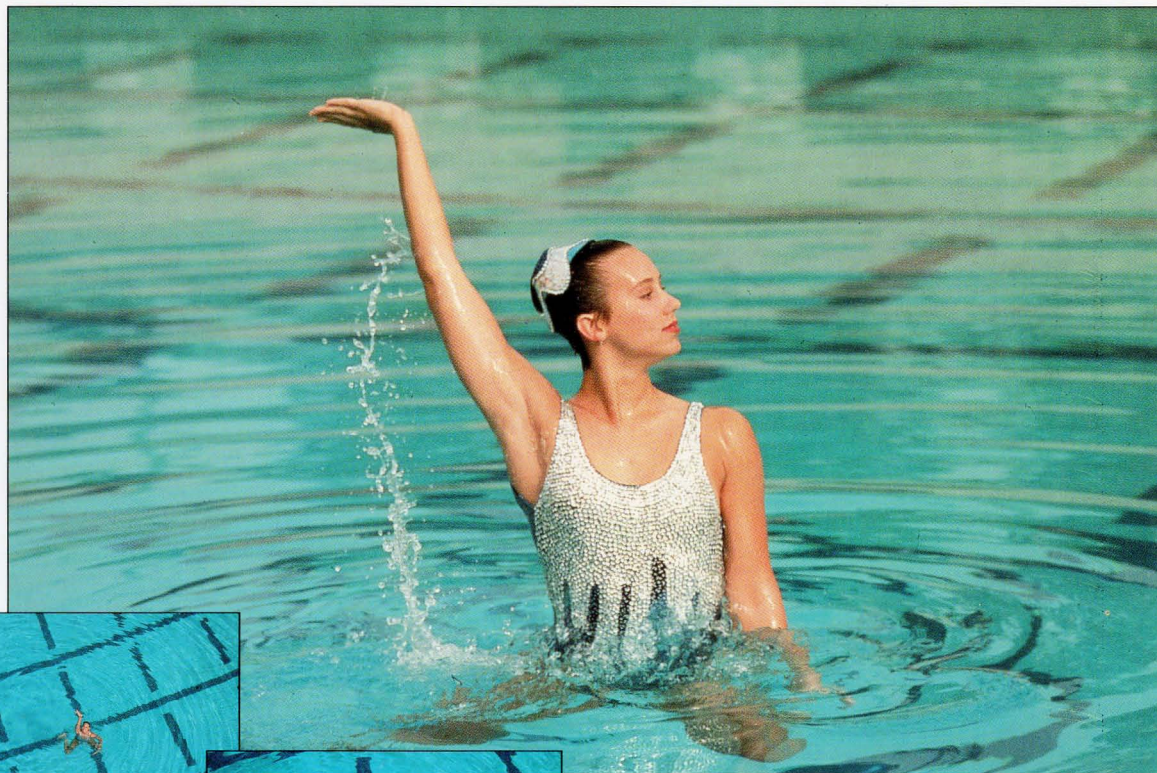


# EXPERT AUTOZOOM

## Auto Standby Zoom (ASZ)

- The instant you look through the viewfinder the xi Autozoom lens is automatically activated (can be canceled if desired).

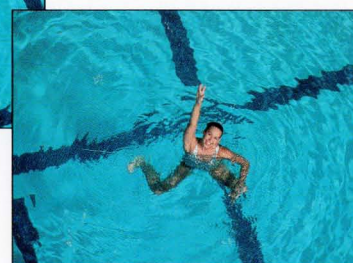
Benefit: Automatically provides a suggested composition.



28mm



50mm



105mm

## Variable-Speed Power Zoom

- For powered manual zooming, turn the xi Autozoom Lens control ring in either direction.

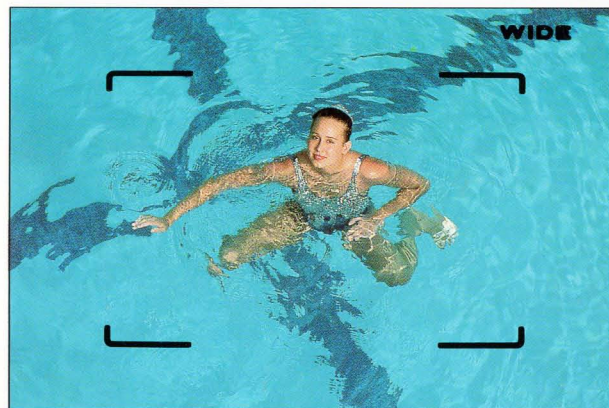




## Wide-View Mode

- In Wide-View Mode, the x1 Autozoom Lens shows 50% more in the viewfinder.

**Benefit:** Lets you see outside the actual picture frame to adjust composition if desired.



**Wide-View Mode**  
Brackets mark the actual picture area.



**Normal View**



## Image Size Lock

- Holding the x1 Autozoom Lens zoom function button will cause the lens to automatically zoom as the subject moves, so that the same subject size is maintained.





# EXPERT FLASH

The Maxxum 7xi features the world's most advanced flash system. It accepts the world's first wireless TTL\* flash, and has a built-in automatic pop-up flash.

*Benefit* The ultimate creativity in flash photography.



*The built-in flash automatically pops up when needed. It can also be activated manually or switched off when desired.*

**World's First AF SLR  
with Built-in  
Red-Eye Reduction Flash**



**Without Red-Eye Reduction**



**With Red-Eye Reduction**

\* Through The Lens.





### Advanced Automatic Fill-Flash

The built-in flash automatically provides pleasing subject exposure in back-lit situations. (Manual fill-flash may also be selected.)



### Slow-Shutter Flash Sync.

When holding the AE Lock button, the 7x1 will set a slower shutter speed to expose more of the background, while keeping your subject properly illuminated.



### Maxxum Flash 3500xi

World's first wireless TTL flash.

- Features 2:1 Ratio Control



*With Ratio Control*

*Off-camera wireless operation provides 2:1 lighting ratio.*

*Without Ratio Control*





## Autozoom Flash

- The 3500xi automatically adjusts flash coverage throughout the 28–105mm range. (Flash can also be zoomed manually.)



28mm

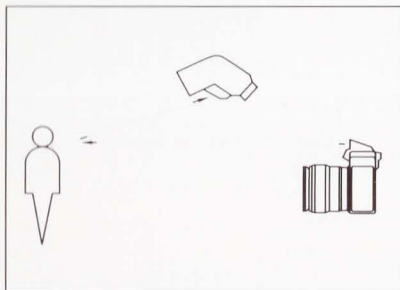


50mm

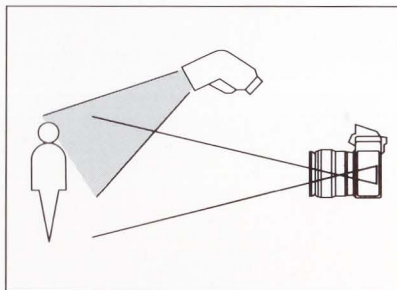


105mm

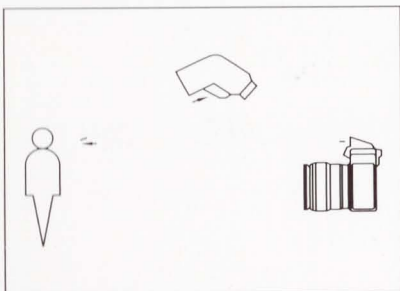
## Wireless Flash



Start signal sent from 7xi



3500xi starts firing

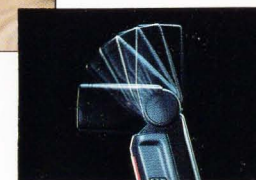


Stop signal sent when  
TTL metering  
detects sufficient  
exposure

## Bounce Flash



The 3500xi's head can be rotated up to 90° for softer lighting.

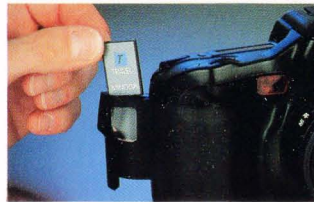




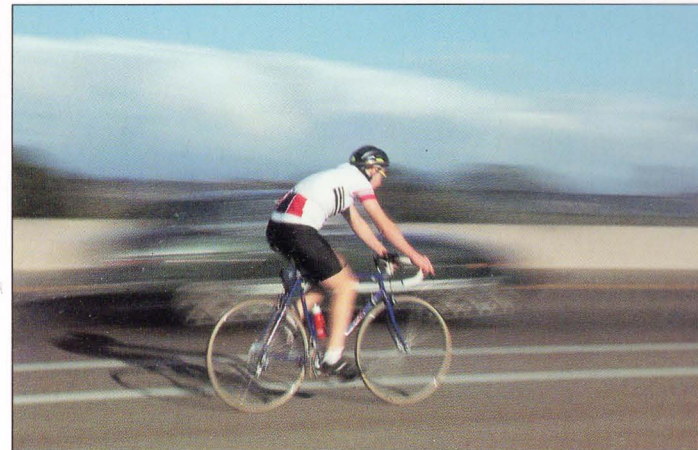
# CREATIVE EXPANSION CARD SYSTEM

The Maxxum Creative Expansion Card System increases the creative versatility of the 7xi.

- Each card is sophisticated computer software.
- You can instantly program various specialized functions.
- 7xi technology will never be obsolete because of the ongoing development of CE cards.



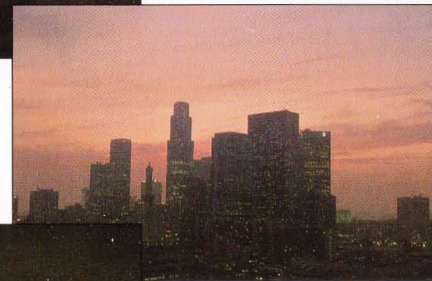
- *Open Door*
- *Insert Card*
- *Close Door and Shoot*



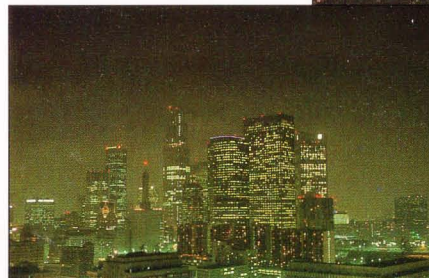
**Panning Card**  
*optimizes exposure settings when keeping up with a moving target so that the background flows behind the sharply focused subject.*



**Multiple Exposure Card**  
*allows you to make up to 9 separate exposures on a single frame, using any of three selectable modes: Normal, Fade-In, and Fade-Out.*



**Intervalometer Card** lets you shoot at preset intervals, up to 24 hours, to take time-lapse sequences of subjects such as a flower blooming or the sun rising.







**Exposure Bracketing Card** lets you automatically vary the exposure in a series of shots to achieve the best creative effect.



**Fantasy Effect Card** lets you create a soft, dreamlike effect in your picture by automatically changing the focus during exposure.



**Travel Card** automatically adjusts the depth-of-field to provide maximum sharpness for the scene you're shooting.



**Child Card** lets the Automatic Program Zoom (APZ) automatically and continually adjust the zoom position as the subject moves.



**Customized Function Card xi** lets you reprogram a wide range of camera functions to fit your personal style of photography.



**Sports Action Card** uses a special high-speed exposure program that maintains a fast shutter speed to freeze fast-moving subjects.



**Flash Bracketing Card** lets you bracket a series of 3, 5, or 7 flash pictures which differ by a selectable exposure change of 0.5 or 1 stop.



**Automatic Program Shift Card** automatically exposes a three-frame series of shots with a preset program shift between each frame.



**Portrait Card** uses a special exposure program to maintain the best aperture and shutter speed for hand-held portraits.



**Background Priority Card** maintains the background sharpness you've chosen, regardless of the lens focal length or subject distance.



**Close-Up Card** controls the aperture setting to provide optimum depth-of-field for close-up and macro pictures.



**Highlight/Shadow Control Card** lets you make highlight or shadow-biased exposures in difficult lighting situations.



**Multi-Spot Memory Card** stores up to 8 spot exposure measurements, then calculates exposure as an average of these values.



**Data Memory Card** stores data for up to 40 exposures on one roll of film, which can be recalled on the data panel at any time.



# MINOLTA MAXXUM xi-SERIES CAMERA COMPARISON

Features	7xi	3xi	SPxi
Eye-Start Activation	Yes, (AF/AE/ASZ)	Yes, (AF/AE/ASZ)	Yes, (AF/AE/ASZ)
Wide Autofocus Area	Yes, (4 Sensors) Individually Selectable	Yes (1 Sensor)	Yes (1 Sensor)
Auto AF Adjustment (Horizontal/Vertical)	Yes	No	No
Predictive Focus Control	Yes, Omni-Directional Tracking	Yes	Yes
Honeycomb Pattern Exposure Metering	Yes, 14 Zone	Yes, 8 Zone	Yes, 8 Zone
Fuzzy Logic Control	Yes	Yes	Yes
Expert Program Selection	Yes	Yes	Yes
Spot Metering	Yes	No	Yes
Built-in Flash w/Red-Eye Reduction System	Yes, Auto Pop-Up/28mm Coverage	Yes, Auto Pop-Up/28mm Coverage	No
Auto Switchover Flash	Yes	Yes	w/Accessory Flash
Controls Wireless TTL Flash	Yes	Yes	No
Flash Sync.	1/200 sec.	/90 sec.	1/90 sec.
Slow Shutter Sync. Flash	Yes	No	Yes
Exposure Modes	P/A/S/M/PA/PS	P/A/S/M	P/A/S/M
Exposure Compensation	Yes	No	No
Autozoom Functions	ASZ, APZ, Image Size-Look, Wide-View Mode	ASZ	ASZ
Transparent LCD Viewfinder	Yes	No	No
Shutter Speeds	1/8000-30 sec. plus BULB	1/2000-30 sec. BULB	1/2000-30 sec. plus BULB
Drive Modes	Single/Continuous, 4 or 2 fps, Focus Priority	Single	Single
Accepts C.E. Cards	Yes	No	No
Dimensions	6-7/16 x 3-15/16 x 2 11/16 in.	5-3/4 x 3-5/8 x 2-1/2 in.	5-3/4 x 3-1/2 x 2-3/8 in.
Weight (Body Only)	23-3/16 oz.	14-7/8 oz.	13-3/4 oz.

