

Other Features And Optional Accessories



- 1 Data panel
- 2 Release-mode button
- 3 Main switch
- 4 Shutter-release button
- 5 Flash-mode button
- 6 Pre-flash button
- 7 Eyepiece sensor
- 8 Zoom lever
- 9 Remote-control receiver window
- 10 Autofocus windows
- 11 Autoexposure meter-cell window

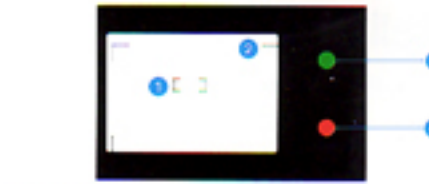
**Easy Film Operation**  
With DX-coded films from ISO 25 to 3200, the Riva Zoom 90c automatically sets the film speed for you. Just position the film roll and leader, and close the camera back. The camera threads and advances the film to the first frame and every following frame as you shoot. Finally, after the last frame has been exposed, the Riva Zoom 90c automatically rewinds the film for you.



Specifications

**Type:** 35mm autofocus lens-shutter camera  
**Lens:** 38-90mm f/3.5-7.7 power zoom lens  
**Autofocus System:** 3-beam infrared type with cancelable focus hold; range: 0.75m (38-55mm), 0.9m (57-90mm) to infinity  
**Zoom Control:** Sensor-activated Auto Standby Zoom (ASZ) sets a zoom position based on subject distance; zoom lever for manual override  
**Metering System:** External, two-segment silicon photocell for separate illuminance readings of center and background picture areas  
**Autoexposure:** Programmed autoexposure; range (ISO 100): EV 6 to EV 17 (1/4 sec. at 1/3.5 to 1/250 sec. at 1/22) at 38mm setting; EV 8 to EV 17 (1/4 sec. at 1/7.7 to 1/350 sec. at 1/9) at 90mm setting  
**Flash System:** Built-in flash with auto, manual, and flash-off modes selectable; autofocus; flash fires automatically when required; manual-ff flash; flash fires on each exposure; range (ISO 100): 0.75-6.0m at 38mm, 0.85-3.0m at 90mm; with pre-flash control selected, a low-power pre-exposure flash burst is given approximately 0.75 sec. before each flash exposure; recycling time: 3.5 sec.  
**Film Speed:** Automatic setting for DX-coded ISO 25-3200 film  
**Viewfinder:** Real-image type with focus frame, close-framing guides; magnification: 0.45X at 38mm, 0.95X at 90mm; image area: 85% coverage; eyepiece LED lamps show focus and flash status

- Release-mode button**  
You can select three release-modes by pressing this button: standard operation, self-timer and remote control (with optional IR Remote Control RC-1).
- Flash-mode button**  
You can select three flash modes by pressing this button: autoflash, manual fill-flash and flash-off.



**Real-Image Viewfinder**  
The Riva Zoom 90c's viewfinder provides a bright, clear-edged image, making it easy and comfortable to use. LED lamps built into the viewfinder eyepiece signal focus status and flash operation.

- 1 Focus frame
- 2 Close-framing guides
- 3 Focus lamp (LED)
- 4 Flash lamp (LED)



**Easy-To-Read LCD Data Panel**  
The Riva Zoom 90c's large, easy-to-read LCD data panel keeps you informed of all aspects of camera operation. It displays indicators for film-transport status, self-timer operation, remote-control operation, battery condition and flash mode. An advancing film counter shows the current frame number.

- 1 Remote-control indicator
- 2 Self-timer indicator
- 3 Low-battery indicator
- 4 Flash-setting indicator
- 5 ASZ indicator
- 6 Film-cartridge mark
- 7 Film-transport signals
- 8 Frame counter

Optional Accessories



IR Remote Control RC-1 Case

**Controls:** Main switch; zoom lever for powered manual zoom; flash-mode button; pre-flash button; release-mode button; manual rewind button; focus and exposure settings fixed when shutter-release button is held partway down  
**Film Transport:** Automatic threading, auto advance to first frame, auto winding, auto rewind and auto rewind stop, rewind button for manual start of rewind  
**Data Panel:** LCD with indicators for ASZ, remote-control, self-timer, battery condition, flash mode, frame number, film transport, film loaded  
**Self-Timer:** 10-sec. shutter-release delay; operation indicated by blinking LED on front of camera and data panel self-timer indicator  
**Power:** 6V lithium battery pack (2CR5) powers camera operation; data-panel indicator shows battery condition; shutter remains locked when battery is exhausted  
**Battery Performance:** Approximately 25 rolls (based on Minolta's standard test method, using 24-exposure film with flash on 50% of the exposures)  
**Dimensions:** 147.5(W) x 73.5(H) x 59.5(D) mm  
**Weight (without battery):** 320 g

Specifications and accessories are based on the latest information available at the time of printing and are subject to change without notice.



**RIVA ZOOM 90c**

The world's only 90mm zoom compact with unique Eye-Start automation.

The world's only 90mm zoom compact with unique Eye-Start automation.



**RIVA ZOOM 90c**

- Unique Eye-Start Automation
- 38mm-90mm Compact Zoom Lens
- Intelligent Multi-Beam Autofocus
- Intelligent Autoexposure
- Intelligent Flash



With Minolta's unique Eye-Start automation, you won't miss a chance.

Think of the vivid memories you've missed with other zoom cameras. And change all that. With the Riva Zoom 90c's unique Eye-Start automation. It captures every special moment effortlessly. From vacation memories you want to save forever to warm moments with family and friends. Just raise the camera to your eye and Eye-Start automation does the rest. Measures your subject distance. Measures the light. Then selects the best zoom length for your shot. All automatically. All to give you zoom pictures you'll be more than proud to show.

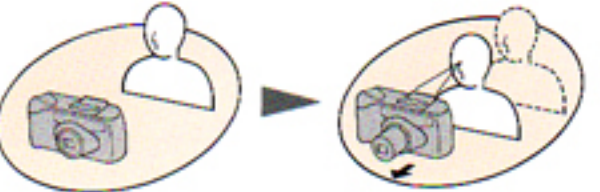


Unique Eye-Start Automation

Raises your zoom creativity instantly.

Unique Eye-Start Automation

Minolta's unique Eye-Start automation features a sensor located above the viewfinder that detects when you hold the camera. The system activates instantly when you bring the camera to eye level. The camera automatically measures the distance of your subject and chooses the optimum zoom length. Eye-Start automation even activates the camera's exposure system.

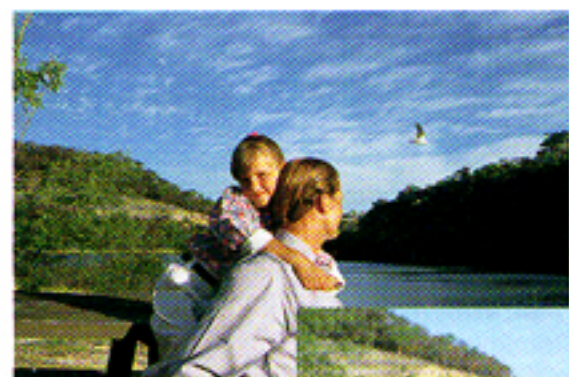


Minolta Camera Co., Ltd.  
Minolta GmbH  
Minolta France S.A.  
Minolta (UK) Limited  
Minolta Austria Gesellschaft m.b.H.  
Minolta Camera Benelux B.V.  
Belgium Branch  
Minolta (Schweiz) AG  
Minolta Svenska AB  
Minolta Hong Kong Limited  
Minolta Singapore (Pte) Ltd.  
© 1991 Minolta Camera Co., Ltd.  
3-13, 2-Chome, Azuchi-Machi, Chuo-Ku, Osaka 541, Japan  
Karl-Fischer-Strasse 50, D-2070 Ahrensburg, Germany  
365-367 Route de Saint-Denis, 78420 Carrières-Sur-Seine, France  
13 Tonners Drive, Birklands North, Milton Keynes, MK14 5BU, England  
Amalienstrasse 59-61, 101 Wien, Austria  
Zernsebaan 39, 3606 CH Maarssenbroek, P.B. 264, 3600 AG Maarssen, The Netherlands  
Sinter Brug 115-117, 2200 Antwerpen, Belgium  
Rachhof V, Redstrasse 6 8953 Diessen-Zürich, Switzerland  
Brönnykvgatan 64, Box 17014, S-10482 Stockholm 17, Sweden  
Room 208, 2/F, Eastern Center, 1065 King's Road, Quarry Bay, Hong Kong  
10, Teban Gardens Crescent, Singapore 2290  
N107(E) A1 9242-4321-21 Printed in Japan

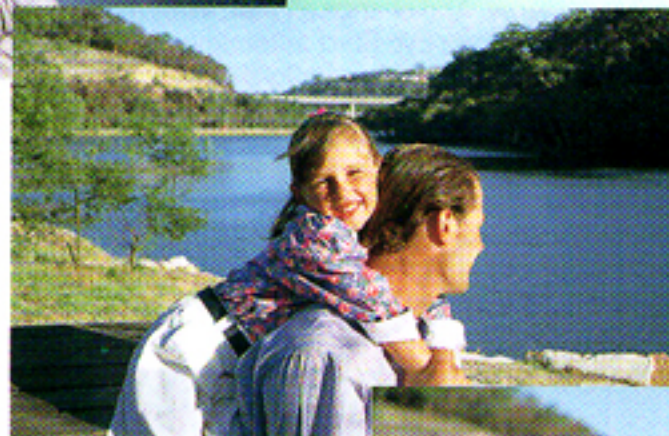


## 38mm—90mm Compact Zoom Lens

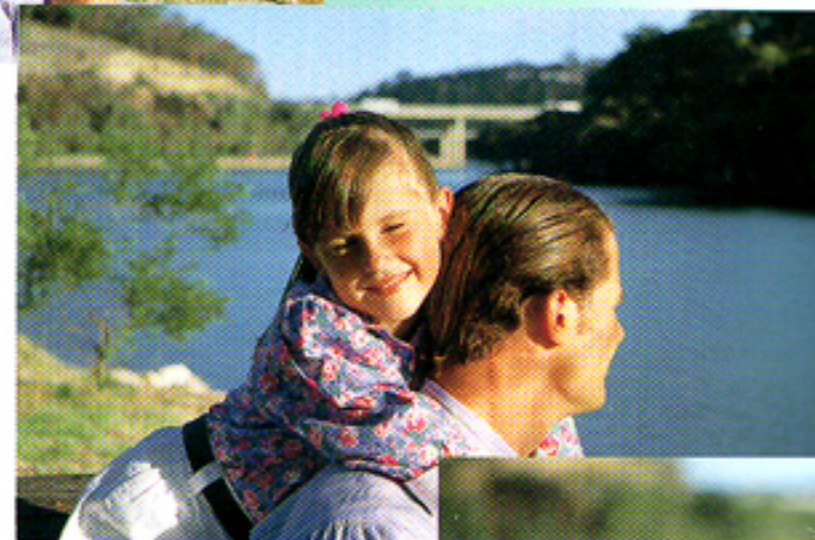
Expands your excitement over a wide zoom range.



38mm



50mm



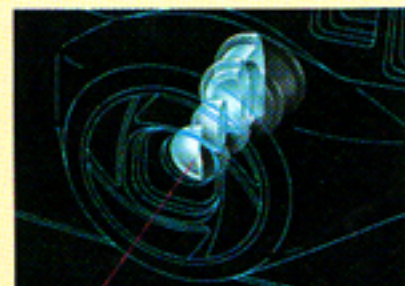
70mm



90mm

### High-Quality Compact Multi-Coated Lens

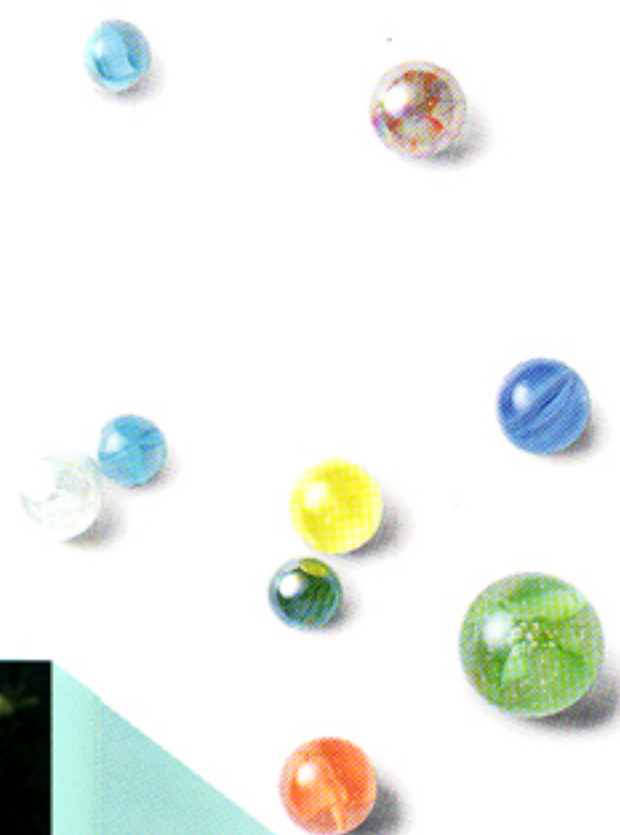
Most cameras with a 2X or greater zoom range use 7 to 9 lens elements. The Riva Zoom 90c offers a 2.4X zoom range with only 4 elements for a much more compact design. Minolta's breakthrough technology also includes the world's first double-sided aspheric lens. Combined with multiple lens coatings, this design minimizes internal reflections and improves light transmission to produce pictures that are very sharp and clear.



Compact lens design

### 38mm—90mm Compact Zoom Lens

The Riva Zoom 90c's built-in power zoom lens makes it easy to increase your creativity. A power zoom lever lets you select any image size you want, and the 38mm—90mm zoom range is ideal for photographing a variety of subjects. This newly developed zoom lens is very compact and creates clear, crisp results.



## Intelligent Multi-Beam Autofocus

Accurately focuses even moving and distant subjects.



### Intelligent Multi-Beam Autofocus

The Riva Zoom 90c's intelligent multi-beam autofocus makes it simple to capture off-center subjects. This system emits one central and two side LED beams to greatly reduce the chance of focusing error common with conventional cameras. The arrangement of the focusing beams makes it easy to keep up with subjects like children playing. The power of each beam has also been increased to extend the range and improve the accuracy of the autofocus system.



Multi-beam autofocus area



### Close-Up Photography

The Riva Zoom 90c lets you capture subjects closer than 0.75m (38—56mm) easily and automatically with no special settings or adjustments.

### Focus Hold

When you want to take precisely focused shots where your main subject is located outside the camera's focus frame, use the Focus Hold function. This feature easily locks in a focus reading for your subject, letting you then recompose the picture with the subject positioned anywhere in the viewfinder frame.

## Intelligent Autoexposure

Makes error-free exposures in all lighting situations.



### Intelligent Autoexposure

The Riva Zoom 90c uses an Advanced Dual-Segment Metering system to provide a more accurate exposure. This system takes separate readings from the central and surrounding areas of the picture frame to determine the best exposure for your picture. The camera's automatic exposure compensation system always gives you correct exposure, even in with backlighting, and lets you concentrate on your subject.



Dual-segment metering areas

### Automatic Fill-Flash

When your main subject is backlit, the Riva Zoom 90c's Automatic Fill-Flash fires to minimize the contrast difference between the background and your subject for properly exposed pictures.



With the Riva Zoom 90c's automatic fill-flash.

## Intelligent Flash

Makes flash decisions for you automatically.



### Automatic Flash

Whenever additional light is required for correct exposure, the Riva Zoom 90c's built-in flash fires automatically when the picture is taken.

### Red-Eye Reduction Flash System

The Riva Zoom 90c's Red-Eye Reduction Flash System reduces the "red-eye" effect commonly seen in portraits. In this mode, the camera fires a burst of flash just before the shutter is released to make the opening of your subject's pupils smaller. Then, before your subject's eyes can readjust to the surrounding lighting, the second burst fires when the frame is exposed.



With the Riva Zoom 90c's red-eye reduction flash system.



Without the red-eye reduction flash system.

### Flash Control

The Flash-Cancel mode lets you take pictures of low light scenes, such as a sunrise or sunset, just as you see them with your own eyes. You can also activate the flash manually when you need it.



Without fill-flash.



### Remote Control RC-1

The Riva Zoom 90c's wireless IR Remote Control lets you take a picture without touching the camera, at any moment you choose. Activate this function on the camera body and in select two control modes. In single-frame mode, the camera takes a single exposure, about 1/1000 second after the remote control's shutter button is pressed. In two-frame mode, a second exposure is taken with a delay between exposures randomly set at three and 10 seconds to let you capture fleeting moments.

