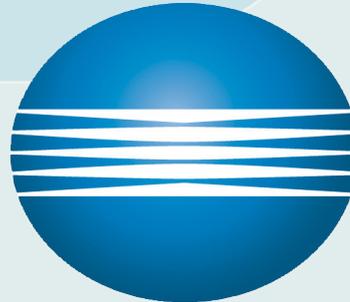


## Konica Minolta Business Technologies, Inc.

2013 A3 MFP Line of the Year



# KONICA MINOLTA

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For the third consecutive year, Konica Minolta Business Technologies, Inc. has won Buyers Laboratory LLC's (BLI's) most coveted award—A3 MFP Line of the Year. Once each year, Buyers Lab, the leading global provider of information and testing services to the digital imaging industry, acknowledges the vendors whose product lines are determined to be the best overall in their respective categories based on the cumulative results of models tested in BLI's rigorous two-month laboratory evaluation. By assessing reliability, image quality, ease of use, productivity and a range of other criteria, the tests reveal to customer the products that deliver the best value and performance. Also considered are the vendor's breadth of line and ability to provide quality products suitable to a broad spectrum of customer needs, from low-volume to high-volume.

"What Konica Minolta has achieved with a third consecutive A3 MFP Line of the Year Award is nearly unprecedented," said BLI Managing Editor Daria Hoffman. "In the 26-year history of the award, Konica Minolta is one of only two vendors to earn the award three years in a row and it is the only vendor to do so in the past decade."

"All in all, Konica Minolta's current lineup of A3 MFPs includes 12 products that have earned Pick awards, more than any other vendor, and 14 products that have received Highly Recommended ratings," said George Mikolay, BLI's Senior Product Editor of A3/Copier MFPs. "It has Picks in virtually every speed band up to 75 ppm in both colour and black, so regardless of the speed of product you're looking for, Konica Minolta is tough to beat."

In total, BLI has run more than 2 million impressions on these Pick-winning engines with impressive results. "When all currently available tested A3 models are considered

from top to bottom, Konica Minolta has the best reliability record of all eligible vendors, proving that it offers the quality buyers consider more important than any other,” said Hoffman. “And the fact that Konica Minolta submits the majority of its units for testing as soon as they are introduced shows that it believes in its products, and that belief is continually backed up by their performance in the lab,” said Mikolay. In addition to providing outstanding reliability, Konica Minolta devices have user-replaceable colour drums across every speed band, which means more uptime because service never needs to come in to replace drums.

### **Top-Notch Performances in Colour and Black**

Konica Minolta received five individual “Picks” for its business colour products, ranging in speed from 36 to 75 ppm, and seven “Picks” on the monochrome side ranging in speed from 22 ppm to 75 ppm. “High productivity is a strength across the line, which means the engines will quickly process and output users’ jobs on a daily basis,” said Mikolay. When the colour engines produced booklets, they were not only fast—some were the fastest in their respective speed ranges—but they were also the most efficient, meaning that they ran closer to their rated speed than all of their competitors. Another key productivity indicator is BLI’s job stream test, which simulates real-world usage in busy work-groups by sending multiple jobs of various file types to the device at the same time. In this area, too, the majority of Konica Minolta’s colour engines gave a performance that was the best or among the best in their classes. All of Konica Minolta’s monochrome engines also demonstrated high efficiency when running the job stream test and when printing sets. “Regardless of the speed band ideal for your environment, you’ll get an engine that will deliver output at the speeds you’re promised,” said Mikolay. In addition, tested scan speeds for all 12 “Pick” winners were the fastest or among the fastest for both single-sided and double-sided scans.

“Colour print quality is another differentiator for Konica Minolta,” said Pete Emory, BLI’s manager of laboratory testing. “Unlike the majority of business colour models we test, Konica Minolta’s products maintain very good and consistent output from start to finish over the course of our high-volume tests.” In addition, all of Konica Minolta’s colour “Pick” winners received high marks for both business graphics and photographic images—something that can’t be said of most competitors. “All the models produced bright, saturated colour, and sharp and smooth output. I was equally impressed with the natural flesh tones, background reproduction and separation between halftone levels,” said Emory. Even so, for more graphics-intensive environments, an EFI Fiery controller is available for all models 28 ppm and above.

That Konica Minolta’s colour and monochrome lineup support modular finishing options adds further convenience, as users can easily upgrade as their needs evolve. “Also, the 80-page capacity of the saddle-stitch finisher is higher than that of all of its competitors,” Mikolay said.

### **Always Innovative**

“Whether with its award-winning MyTab for print driver customization, or by being the first manufacturer to offer biometric authentication, Konica Minolta continues to innovate, with the new control panel interface a shining example,” said Emory. The 229 mm electrostatic display supports touch-and-swipe scrolling, and automatically wakes up from energy-save or sleep mode when it detects a

user approaching the panel. "But what really sets this panel apart from the pack is the ease with which users can jump among three different control panel interfaces," Emory added. "Users can switch to any of the interfaces on the fly, providing unmatched flexibility in selecting the interface that best fits their needs. Users even have the option of choosing between a touch-sensitive or hard key numeric keypad." Combining the best of the previous Quick Menu interface with new and enhanced capabilities has resulted in a very graphical interface that utilizes both text and icons, with most of the settings for typical jobs, even finishing, accessible from the first screen. "And when you consider the accurate toner gauges on the Quick Menu, users will rarely need to leave the first screen," said Mikolay. The second interface, the Basic copy menu, has also been redesigned but will still be a good fit for users who prefer the control panel layout of predecessor engines. The Timeline interface, which is accessible via the Application key, features a touch-and-swipe sliding bar that allows users to easily jump from menu to menu. This layout is also intuitive, and menu selections are clearly named.

Further enhancing this outstanding line is bizhub Extended Solution Technology (bEST), which enables integration of Konica Minolta devices with a range of applications to help automate and streamline workflow. These self-developed and third-party offerings can help to control costs, heighten security and ease burdens associated with document capture, routing and management.

"Another plus for Konica Minolta is that it offers its customers a complete line of document imaging products that includes a range of software solutions that was named last year's MFP Solutions Line of the Year, as well as production devices such as the BLI PRO award-winning bizhub PRESS C7000," said Mikolay.

### **Current Lineup**

Konica Minolta's currently available A3 business colour "Pick" winners include the bizhub C364; bizhub C454; bizhub C554; bizhub C654; and bizhub C754. Its currently available A3 monochrome "Pick" winners include the bizhub 223; bizhub 283; bizhub 363; bizhub 423; bizhub 552; bizhub 652; and bizhub 751. Additional models in Konica Minolta's A3 lineup include the Recommended bizhub 215, and the Highly Recommended bizhub C224 and bizhub C284.

"Konica Minolta is pleased to be recognized for this prestigious award for the third consecutive year, as we remain committed to strengthening the bizhub product line even further in 2013," said Jonathan Yeo, general manager, Regional Sales HQ, Konica Minolta Business Solutions Asia Pte Ltd. "Customers can continue to count on Konica Minolta for the award-winning technology and document management solutions they expect from us to remain productive and competitive."

BLI congratulates Konica Minolta on once again winning MFP Line of the Year for 2013.

## About **BLI Pick Awards**

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With its “Pick” awards, BLI gives special recognition in each category twice a year to those products that provided the most outstanding performances in BLI’s exhaustive lab tests. Its “Outstanding Achievement” awards acknowledge products or capabilities that stand out for attributes such as innovation, usefulness, energy efficiency or value. “Line of the Year” awards, presented once each year, recognize the vendors whose product lines are judged to be the best in their respective categories based on their cumulative test results.

BLI’s awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer’s maximum duty cycle. BLI’s durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI’s lab test earns BLI’s “Recommended” or “Highly Recommended” seal and a BLI “Certificate of Reliability” and qualifies as a “Pick” award contender. Consequently, BLI “Pick” awards are hard-earned awards that buyers and IT directors can trust to better guide them in their acquisition decisions.

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