



KONICA MINOLTA

## Press release

# BLI presents Konica Minolta's bizhub C203 and C253 with Pick of the Year Awards

Langenhagen, Germany, January 2009

**Buyers' Laboratory Inc. (BLI) decorated Konica Minolta's bizhub C203 and bizhub C253 each with a BLI Fall 2008 Pick of the Year Award. This accolade once more proves Konica Minolta's excellence in full-colour multifunctional products (MFPs) and shows that there are many good reasons why Konica Minolta has been the market leader in this segment for several years. Testers at the BLI were impressed by the two compact mid-range colour devices' excellent reliability, superior print quality and user-friendly design.**

"We are very proud to have received the BLI's Fall 2008 Pick of the Year Awards for our colour MFPs bizhub C203 and bizhub C253," says Olaf Lorenz, General Manager International Marketing Division, Konica Minolta Business Solutions Europe. "What is particularly gratifying is the fact that the BLI testers pointed out our devices' user friendliness and outstanding print quality, features that we ourselves consider of utmost importance. Along with efficiency and reliability this is where we put our efforts towards continuous improvement."

With its Fall 2008 Pick of the Year Award for the bizhub C203, Konica Minolta's entry-level A3 colour device, BLI appreciated Konica Minolta's efforts to come up with a mid-range product that incorporates the technology of larger bizhubs. BLI Assignments Editor George Mikolay says, "In addition to its strong performance in testing, what separates the bizhub C203 from the competition are robust capabilities



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not typically seen on devices in this speed range, such as saddle-stitch finishing, duplexing, the ability to accommodate paper sizes up to A3 and a touch-screen control panel. With the capabilities it offers for the price, the bizhub C203 truly stands out in a class of its own.”

Additional features that the BLI found most noteworthy in the bizhub C203 were the outstanding reliability that it demonstrated in the endurance test. Furthermore, the remarkable combination of speed and image quality impressed the testers.

In the segment II, for higher print speeds, the bizhub C253 earned a second Fall 2008 Pick of the Year Award for Konica Minolta. Efficiency particularly distinguishes the bizhub C253, as the BLI points out. “In addition to its excellent reliability, the bizhub C253’s rated drum yields are above average, and the drums are user-replaceable, enabling maximum uptime and minimal downtime,” said BLI Manager of Laboratory Testing Pete Emory.

The bizhub C253’s reliability, print quality and user-friendly design also made a strong impression on the testers. User-friendliness can be chiefly credited to the InfoLine design and its full-colour touch screen control panel, granting easy and straightforward access to all the bizhub C253’s features.

The two decorated bizhubs C203 and C253 have been part of the Konica Minolta Next Generation bizhub portfolio for about one year now and belong to a mid-range product family. They are ideal devices for small offices and mid-size workgroups while also being equipped with a wealth in features similar to larger series. Konica Minolta thereby pays tribute to the fact that office communication requirements remain the same irrespective of the office’s size. All customers look for impressive colour, supreme quality and high speed. It is volume that makes the difference. As the bizhubs’ structure is highly modular, versatility quite easily transforms into a truly tailor-made solution, for example in terms of paper trays, paper capacity and finishing capabilities.



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Press photos



Konica Minolta's bizhub C203 and bizhub C253 have both received a Fall 2008 BLI Pick of the Year Award.



Testers at the BLI praised the bizhub C203's robust capabilities and technology that is seldom found in devices of its class.



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The testers pointed out the bizhub C253's high drum yields which enable a maximum uptime and minimal downtime.



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### **About Buyers Laboratory**

Since 1961, Buyers Lab has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's US and UK laboratories, the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional products. The company's databases cover over 10,000 products and have a long-standing reputation for being the industry's most trustworthy and complete source for global competitive intelligence. They are available to BLI subscribers online via the company's bliQ competitive information service. This encyclopedic resource also provides quick and easy access to BLI's First Look Reports, Field Test Reports, Lab Test Reports, Solutions Reports and BLI-produced articles.

In addition to the testing of office equipment for its subscribers, Buyers Lab provides consulting services to buyers and a vast array of confidential for-hire private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (such as toner, ink and photoconductors), software and solutions and print media testing (including virgin and recycled papers).

For more information on Buyers Lab, please call (201) 488-0404, visit [www.buyerslab.com](http://www.buyerslab.com), or e-mail [info@buyerslab.com](mailto:info@buyerslab.com).

### **About Konica Minolta Business Solutions Europe**

Konica Minolta Business Solutions Europe GmbH is a leading provider of image information products with subsidiaries and distributors in more than 50 countries in the EMEA region. The company places major emphasis on the document management and solution business in the office and production environment, especially in the field of colour output as well as related supplies. Konica Minolta Business Solutions Europe is a subsidiary of Konica Minolta Business Technologies, Inc., headquartered in Tokyo, Japan. With a total workforce of 21,000 employees worldwide, Konica Minolta Business Technologies gained net sales of over 4.4 billion euros in fiscal 2007/2008. Building on its strong core of optical technologies developed over many years as a printer and camera manufacturer, Konica Minolta Business Technologies aims to be a corporation offering products and services that are essential to all areas of digital imaging.

[www.konicaminolta.eu](http://www.konicaminolta.eu)

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