



KONICA MINOLTA

Press release

Konica Minolta takes colour production printing to a new dimension with the bizhub PRO C65hc

Langenhagen, Germany, January 2009

A world premiere at drupa, the international print media trade fair in Düsseldorf, is now available. Konica Minolta is launching its new bizhub PRO C65hc working with a revolutionary High Chroma toner for unmatched excellence in colour production printing. An unprecedented number of colours and exceptionally bright colour saturation are just two of the features the new printing system offers its users. Graphic arts companies, commercial printers as well as advertising agencies and creatives will particularly appreciate the large sRGB coverage area along with the facilitated sRGB colour workflow. On the whole, the bizhub PRO C65hc puts additional value to their on-demand printing, allowing its users to distinguish themselves from their competitors.

“The bizhub PRO C65hc and its High Chroma toner constitute a quantum leap in colour production printing,” says Karl-Friedrich Edenhuizen, Product Manager at Konica Minolta Business Solutions Europe. “It produces a veritable fireworks display of colours unmatched by any other production printing system currently on the market. More good news is the affordable investment costs of this compact colour printing ‘wizard’.”

So what is the secret behind the outstanding colour output that graphic arts companies, designers and creatives can produce with the new High Chroma toner? Developed on the basis of Konica Minolta’s Simitri HD toner technology, it is



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produced in a special polymerisation process. With its miniscule and very uniformly shaped particles, the High Chroma toner produces an image quality previously unknown. It can reproduce a colour gamut extremely close to the sRGB colour space. For users, this makes reproducing colours as they see them on the monitor very easy and straightforward. “What you see is what you print” is the maxim for the new High Chroma toner, and complicated conversion processes from sRGB into CMYK are a thing of the past.

With its innovation, Konica Minolta is at the pulse of time. With communication channels covering print, online and mobile communication, professionals have been changing their colour management from traditional CMYK to sRGB. The High Chroma toner’s eco-friendliness is also much more than a nice by-product. It requires lower fusing temperatures than conventional toners while also producing lower CO₂ emissions.

The bizhub PRO C65hc pairs its unprecedented colour printing potential with impressive media flexibility and comprehensive inline finishing options. The system processing up to 65 colour A4 pages a minute easily deals with media of up to 300 gsm. To facilitate selection, the bizhub PRO C65hc comes in different configurations, suited to the most frequent customer finishing requirements. The configuration for direct mailings, marketing collaterals and brochures for instance comes equipped with finishing options such as punching and folding – also for post-inserted material – and stapling. Saddle stitching and booklet making round off the list.

“Our bizhub C65hc is suitable for producing material for cross media advertising and variable data printing,” says Karl-Friedrich Edenuizen. “It is also ideal for creating direct mail, brochures or POS materials in vivid colours. Overall, we recommend this printing system to customers who seek to differentiate themselves from their competitors with exceptionally true colours. We are particularly thinking of advertising agencies and professional print providers who target a creative, demanding audience.”



Press photos



The bizhub PRO C65hc offers unprecedented colours in production printing, reproducing a far greater number of colours than other systems on the market. Its colour gamut is quite similar to that of sRGB, allowing users to print what they see on their monitor without much conversion and effort.



The bizhub PRO C65hc is particularly suitable for producing direct mail items, brochures or POS materials in vivid colours. It comes in different configurations to best meet customers' requirements of finishing options.



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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.

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Product images are available at www.konicaminolta-images.com

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