



KONICA MINOLTA

Press release

Konica Minolta's magicolor 8650DN wins BLI Spring 2008 "Pick" award

Langenhagen, Germany, July 2008

Konica Minolta has won this year's Buyers Laboratory Inc. (BLI) "Pick of the Year" award for the outstanding performance of its colour laser printer magicolor 8650DN. After a two-month test period the BLI technicians rated the Konica Minolta colour printing solution "excellent" in reliability, toner yield, print drivers, applications compatibility and ease of use. In addition, the printer was marked "good" or higher in all other tested categories.

During the test period the magicolor 8650DN, which prints 35 pages per minute both in colour and in black and white, proved to be a highly reliable office solution. Special mention was made of its above-average, good and comprehensive equipment and its excellent overall economy and operating efficiency. In the test, the printer received top marks not only for handling but also for print and colour quality. In view of these results the BLI awarded the Konica Minolta magicolor 8650DN its "highly recommended" label for large workgroups with a monthly output of up to 15,000 pages. This makes the device perfectly suitable for creative departments and mid-sized offices.

"We are highly delighted about the magicolor 8650DN's BLI 'Pick award'. The test also shows that the print drivers used and our in-house technologies such as the Simitri HD polymerised toner exceed all expectations. The environmentally friendly toner's high ink mileage, the quality and permanence of the colours and the swift and



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simple handling of different file formats across all standard operating systems, really convinced the testers,” said Olaf Lorenz, General Manager International Marketing Division, Konica Minolta Business Solutions Europe.

The environmentally sound and Energy Star certificated magicolor 8650DN also scored points with the BLI engineers for its ease of use. Both its practical handling and its remote operation were found to be extremely user-friendly. In addition, the magicolor 8650DN achieved top ratings for its smooth font output, vibrant colours in charts and graphs and tack-sharp printing of thin lines as well as exceptional photographic output.

Multiple media flexibility was another component of the Konica Minolta magicolor 8650DN highlighted by the BLI technicians. The printer could further amplify the testers’ impression of its strong feature set with a number of optional finishing possibilities such as a staple finisher, an output expander, a saddle-stitch finisher or a punch kit.

“We are very pleased that BLI awarded our magicolor 8650DN, validating our intention to produce customer-driven, innovative products that feature easy handling and ensure highest reliability even in the most demanding print environments,” Olaf Lorenz said. “The magicolor 8650DN is an outstanding colour printing solution for midsized workgroups, providing superior performance, advanced image quality and brilliant colour output.”



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Press photos



Konica Minolta's magicolor 8650DN received a BLI Spring 2008 "Pick of the Year" award for its outstanding performance. The colour laser printer got excellent marks for overall economy and operating efficiency as well as for print and colour quality.



The Konica Minolta magicolor 8650DN received a BLI Spring 2008 "Pick of the Year" award. After having passed two months of testing with top marks, it was rated "highly recommended".



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About Buyers Laboratory

For more than 45 years, Buyers Laboratory 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 (Hackensack, NJ) and UK (Wokingham, Berks.) 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 more than 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, Digital Imaging Review and Business Consumer's Advisor newsletters and OEM library.

In addition to testing office equipment for its subscribers, Buyers Laboratory provides 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 assessments, and print media testing (including virgin and recycled papers). For more information, please visit www.buyerslab.com or e-mail 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 2006/2007. 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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Contact:

Olaf Lorenz
Konica Minolta Business Solutions Europe
Phone: +49 (0)511 7404-378
Olaf.Lorenz@konicaminolta.eu

Claudia Bitzer
Pleon GmbH
Phone: +49 (0)711 210 99-416
KonicaMinoltaTeam@pleon.com