



KONICA MINOLTA

THE MARKET

Corporations, health-care facilities, legal providers, and educational systems are all adopting new and more cost-effective strategies for handling documents, distributing information, and accessing the essential data to accomplish their missions. Portable and mobile devices are overcoming the problems of distance and time, keeping headquarters and branch locations in close touch with managers and practitioners on the go. Advanced security systems are protecting personal data more effectively to comply with increasingly complex regulations. Environmental concerns are driving the search for energy-saving strategies and waste-reduction programs that protect the planet for generations to come.

Linking all these emerging business and professional trends is the need for a central information resource that can interface seamlessly with industry-standard software solutions. Konica Minolta has led the way with built-in scanning to multiple destinations, improving efficiency by digitizing, distributing, and managing information more quickly and cost-effectively. Konica Minolta has also



straight year, Konica Minolta has been named the number-one brand for customer loyalty in the MFP Office Product Copier Category in an independent survey conducted by Brand Keys. This honor recognizes the company's strong and continuing relationships with its U.S. installed customer base. The Konica Minolta bizhub MFP product group has also earned the Line of the Year award from BLI for its fourth straight year as well as multiple citations from BERTL Inc. BLI has honored Konica Minolta with its Outstanding Achievement Award for Energy Efficiency, and Konica Minolta has repeatedly been named to the Dow Jones Sustainability World Index in recognition of the company's economic, environmental, and social performance.

developed document and IT strategies focused specifically on the needs of professional as well as general business applications — serving corporate and vertical-market end-users with specialized workflows and processes that allow hardware and software to work together with greater speed, simplicity, and security.

ACHIEVEMENTS

Konica Minolta's strategy is paying real dividends in customer satisfaction. For the seventh

Konica Minolta's All Covered IT Services division, the delivery vehicle for helping customers manage their printing, document workflow, infrastructure, and security needs without adding personnel to their payroll, has been named as one of the top ten Managed IT service providers for the fifth consecutive year by MSPmentor 501, a distinguished list and report identifying the world's top 501 Managed Service Providers (MSPs). Konica Minolta environmental efforts

have also led to product certification according to strict industry standards, including Energy Star, Eco-Mark, Blue Angel, and other worldwide programs.

HISTORY

Konica and Minolta merged their business operations in 2003, refocusing their efforts on business and professional products and software and increasing their cutting-edge research programs in digital and optical technology. Konica's history goes back to 1873, when founder Rokusaburo Sagiura began selling photographic materials at his Tokyo apothecary; in 1971 Konica released Japan's first plain-paper copier. Minolta was founded in 1928 as a camera manufacturer; its innovations include the world's first magnification and reduction copier and the world's first copier to produce two-color images in a single pass.

Today, Konica Minolta has over 37,000 employees worldwide, more than 20 top-ranked manufacturing facilities, and offices in 41 countries



GREEN FOCUS

Konica Minolta is a world leader in green initiatives that protect the planet for future generations. The company's Eco Vision 2050 program has set a goal of cutting carbon dioxide emissions by 20 percent in 2015 compared to 2009 levels — with an even more ambitious target of reducing CO₂ emissions by 80 percent by the middle of this century. At Konica Minolta's U.S. headquarters in Ramsey, New Jersey, the company has completed Project Sunway: the installation of a 967,000 kWh solar energy system generated from nearly 3,500 solar panels. Konica Minolta's Clean Planet Recycling program uses pre-printed labels and shipping cartons to provide users with simple, cost-free recycling for consumables including toner cartridges, imaging units, waste toner bottles, developers, and drums. To date, over 9,500 customers have taken advantage of this recycling program, returning 56,000 boxes to EPA-approved recycling facilities.



In manufacturing, Konica Minolta has pioneered programs that reduce greenhouse gases, minimize pollution, eliminate hazardous substances, and develop safe alternatives to toxic chemicals. Konica Minolta's exclusive Simitri® polymerized toner also leads the way in using plant-based biomass materials that make it more friendly to the environment, reducing CO₂ emissions and cutting toner consumption by more than 30 percent. Also unique to Konica Minolta is a new type of recycled plastic used in the company's devices. Polyethylene Terephthalate, or PET, the substance that makes up most recycled bottles, lacks the stiffness required for use in printer products. To use PET as a printer component, it must be mixed with fiberglass or carbon fiber, making it difficult to recycle. Konica Minolta's chemists have developed a unique process to blend recycled PET with polycarbonate in order to achieve the stiffness required for its products without sacrificing ease of recycling.

on six continents. In the United States, Konica Minolta Business Solutions U.S.A. Inc. is an industry leader in advanced document management technologies and IT Services, with complete business solutions incorporating multifunctional peripherals (MFPs), production print systems, digital presses, and related services and supplies. The company is headquartered in New Jersey and provides world-class sales and service through a network of 125 direct sales locations and over 350 dealer partners.

bizhub OP (Open Platform) system, their award-winning Emperon® Print System, and bEST (bizhub Extended Solution Technology) design that allows for third-party software control directly on the bizhub screen. Konica Minolta also continues to innovate in service and support. The company's All Covered IT Services are especially valuable in helping



THE PRODUCT

Konica Minolta's product line covers document needs from desktop to print shop. The company's bizhub digital MFPs provide superior color and black-and-white image quality, high-speed output, proven reliability, and modular design. Konica Minolta bizhub PRO and bizhub PRESS equipment continues to set the pace in digital production print applications, helping lead the transition to digital print systems that offer superior color reproduction, variable data capabilities, and simple setup procedures to reduce labor costs and make short-run printing more affordable. A broad range of network-ready desktop printers and printer/copiers help corporate and professional customers create right-size fleets that save energy by reducing the need for underutilized or redundant devices.

RECENT DEVELOPMENTS

Konica Minolta's latest line of bizhub color and black-and-white MFPs provide end-users with a significant innovation: the familiar touch-screen interface of tablet PCs. Users can touch and swipe, drag and drop, pinch-in/pinch-out, toggle, and perform other control steps more quickly and intuitively, making operation simple even for first-time or temporary personnel.

At the heart of bizhub performance are technology innovations based upon Konica Minolta's

clients migrate to cloud services that save time and money as well as protect and secure valuable data. Other programs such as Optimized Print Services use advanced metrics to analyze current print practices and create energy and cost savings by redeploying devices more efficiently and modifying employee behavior to minimize unnecessary printing.

At the high end of production print performance, the bizhub PRESS C8000 color printer incorporates innovative technology for maintaining color quality and stability through long press runs, even at a high-speed output of 80 pages per minute.

PROMOTION

Konica Minolta has built a strong brand image around its signature umbrella concept, "Count on Konica Minolta." Customers count on Konica Minolta to help them understand, apply, and maximize the advantages of new technologies as well as control costs and simplify workflows for bottom-line benefits. "Count on Konica Minolta" messaging reaches the public through corporate broadcasts and print advertising, sales promotion literature, online communications, trade shows, and public relations activities.

Konica Minolta's corporate business strategy has recently embraced a new concept: EnvisionIT. By "envisioning" new ways of working in specialized applications such as health care, education, law, government, production print, and environments such as finance and manufacturing, EnvisionIT

strongly differentiates Konica Minolta in today's competitive marketplace. EnvisionIT combines product technology with expertise in software integration for security and compliance, cost accounting, document and enterprise content management, variable data printing, and production print workflow.

BRAND VALUES

The vision of Konica Minolta has been consistent throughout a long history of successful growth: to be a trusted, reliable partner that delivers long-term value and utilizes a diverse and engaged workforce to produce consistent benefits for customers and stakeholders.

Throughout the world, Konica Minolta works to be a responsible global citizen — respecting laws, protecting the environment, preventing pollution, and continually pursuing initiatives to counter climate change. Konica Minolta focuses on the customer experience to develop industry-leading document solutions, leverage expertise in vertical markets, promote the benefits of technological education, and invest in best-in-class business practices to boost productivity — today, tomorrow, and for years to come.

THINGS YOU DIDN'T KNOW ABOUT KONICA MINOLTA

- Konica marketed Japan's first brand-name camera in 1903.
- A specially modified Minolta camera was carried aboard the spacecraft *Friendship 7* on John Glenn's historic orbital flight.
- Konica Minolta is starting production of OLED (Organic Light Emitting Diode) Lighting Panels — the world's most power-efficient design.
- Konica Minolta's Colorful Tomorrow foundation aids in educational programs and disaster relief efforts worldwide.