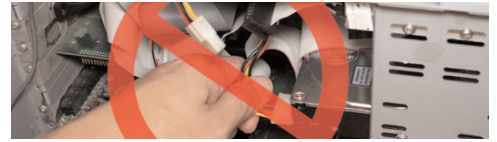




MONOCHROME RELIABILITY



KYOCERA MITA PLATINUM AWARD WINNER

Users of Kyocera devices liked the hardiness of the monocomponent system and durable photoconductor drum, as well as the devices' overall reliability under duress.

"I've been at this company for five years, and in that time Kyocera's monochrome devices gave me less grief than (name removed) and (name removed) machines. They just don't go down. I think it's because they're built with more durable parts that don't need to be changed often like other machines."

— IT Manager for a national supermarket chain

Reliability is a major factor in maintaining productivity in any enterprise. The bottom line is that if your machine is down for servicing or needs to be repaired, it can't be used until it's fixed.

Buyers depend on their digital imaging devices to be there, and ready, when they're needed. If you can't use the machine when you have to, it doesn't matter what bells and whistles it might have – it's a useless hunk of plastic and metal until it's available again.

Historically, the device with the reputation for breaking down most often was the office copier. However, the evolution of copy technology from analog to digital eliminated many reliability issues. For example, Scan Once, Print Many and job collation technology have reduced the wear and tear on document feeders and led to the near disappearance of sorter bin finishers.

Another factor linked to reliability in many IT managers' minds is whether or not a device has to be serviced a lot by a technician. Scheduled maintenance visits take machines out of action just as effectively as equipment breakdowns, so many prefer devices that can have much of their routine maintenance (like consumables replacement) performed by a typical office worker.

ABOUT THE WINNER:

Kyocera-Mita has more than 44,000 employees throughout the world. The company is mainly an office equipment specialist, interested in the development of copiers, multifunctional devices, printers and fax products. The company focuses on low- to- mid range volume areas of the business market and has a sturdy, high-volume product range available as well. Kyocera-Mita's concern for environmental issues shows in the design of many of its machines. The company's Ecosys (Economy, Ecology and Systems) Printers have eliminated disposable print cartridges to reduce industrial waste. The company philosophy remains "Respect the Divine and Love People."

ABOUT THE AWARDS:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.