

Kyocera Mita recognised for most reliable multifunctional product line

Kyocera sets record of winning "most reliable" more than any other manufacturer in past decade of OPA survey

Sydney, Australia – 23 November 2009 – Kyocera Mita, one of the world's leading document imaging companies, has again been recognised for having the Most Reliable Monochrome Multifunctional Product (MFP) line, in a recent survey of US service managers and dealers. In addition to this year's award, Kyocera Mita also won the award in 2002, 2003, 2005 and 2006.

Kyocera Mita's products earned a total overall reliability score of 8.4 (out of 10), as compared to the industry average of 7.9. Kyocera Mita has won this particular award more than any other manufacturer – in three of the past five years – since the Office Products Analyst survey was introduced a decade ago.

"Based on our research, the Kyocera monochrome MFP line is the most reliable brand available today. Kyocera has won this honor more than any other manufacturer in the past ten years, and we congratulate them on their outstanding performance," said Andy Slawetsky, President, Industry Analysts, Inc.

"The feedback from service technicians clearly indicates that Kyocera must be a top consideration for customers when selecting a black and white MFP."

OPA conducted in-depth telephone interviews with 135 dealer service managers throughout dealerships across the United States. Responses encompassed 44,462 multifunctional units. Copier dealer service managers were questioned on the products they work closely with on a daily basis. Eighty-three models from seven manufacturers were studied and assessed on performance criteria such as mean number of installs, average monthly page volume, preventive maintenance (PM) cycle and average pages between calls.

"Kyocera Mita has made extraordinary strides, amidst the business challenges all of us face, to introduce a record number of new MFPs that extend and represent our traditional hallmarks of superior performance, ultra-reliability and an industry leading lowest total cost of ownership," said Mike Pietrunti, president and CEO, Kyocera Mita America.

"We take great pride in our technical excellence and the significance of earning such an honor determined by our loyal dealers. This most recent survey by Industry Analysts, Inc. is a clear testament of our efforts."

About Kyocera Mita

Kyocera Mita is one of the world's leading document solutions companies and has been dedicated to helping organisations minimise financial and ecological waste for more than 50 years. Delivering a complete range of printers, copiers and other document management solutions, Kyocera is renowned for its unique ECOSYS® durable imaging system. This enables Kyocera to offer cost-saving printer technology with long-life imaging components that provide greater reliability, are friendlier to the environment and present a significantly lower cost per printed page - resulting in a lower Total Cost of Ownership (TCO) over the life of the product. For further information about Kyocera Mita in Australia and New Zealand, visit <http://www.kyoceramita.com.au> or <http://http://www.kyoceramita.co.nz>

About Industry Analysts

Since 1973, Industry Analysts, Inc. (www.industryanalysts.com) has been a leading expert in the imaging industry. Specializing in custom market research and product testing, IA, Inc. performs end-user and reseller surveys as well as lab services for customers across the globe.