

THE NEW VALUE FRONTIER



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## **Kyocera Recognized for Most Reliable Monochrome Printer and Multifunctional Product Line in the World**

### **Kyocera Devices Receive BERTL's Readers' Choice Platinum Award Determined by Equipment Buyers and Users**

Kyocera, one of the world's leading document imaging companies, today announced that it has been honored with the BERTL Platinum Award in the category of monochrome reliability. The award is the result of a worldwide end-user survey conducted by BERTL to determine the manufacturer who provides the most reliable digital copier, multifunctional product (MFP) and printer product line in the world as rated by actual end-users.

"Reliability is a major factor in maintaining productivity in any enterprise," said Elizabeth McNichol, vice president of corporate relations for BERTL. "BERTL is continually impressed with Kyocera's ability to develop high performance, reliable products that offer the lowest total cost of ownership."

Over the past year, BERTL conducted a worldwide survey covering 23 manufacturers' copier, printer and MFP performances across a range of areas. Responses were received from enterprise buyers and technical professionals in 47 countries, responsible for managing over 175,000 devices in total. Respondents were questioned on the most important issues affecting their digital imaging

equipment purchasing decisions, such as ease of use, productivity, reliability, service and support, image quality and pricing.

“Kyocera is honoured by this worldwide recognition for the reliability of our monochrome line of digital copiers, MFPs and printers,” said Anthony Toope, Marketing Manager, for Kyocera Mita Australia. “This is a significant recognition for Kyocera given that the BERTL Readers’ Choice Awards are selected by some of the most experienced and discerning digital imaging equipment buyers and users.”

### **ABOUT BERTL**

BERTL® is the premier source for objective, independent product-evaluation reports and comparative analyses on digital imaging devices and software. BERTL’s evaluation reports, customer satisfaction research, awards and product ratings are undertaken entirely at BERTL’s expense for the benefit of its international subscriber base. At all times, BERTL’s primary focus is the end user. BERTL publishes the world’s largest library of evaluation reports on copiers, printers, MFPs, fax and color and production devices. The reports are available in a range of specialized subscription services: Color at Work®, LabCheck®, ITchat® and Imaging at Work®. Also available is the DataCheck® service, a database of over 4,000 products covering all major manufacturers. To learn more about BERTL, visit [www.BERTL.com](http://www.BERTL.com).

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### **About Kyocera Corporation**

Established in 1959 and listed on the US stock exchange, the Kyocera Corporation group of companies has turnover in excess of 12 billion US dollars and is headquartered in Kyoto, Japan. With the Asia Pacific regional head office in Sydney and branch offices in Brisbane, Melbourne, Canberra, Perth, Adelaide and Auckland, Kyocera is one of the world’s leading manufacturers and distributors of document imaging solutions.

Kyocera is a company that is committed to the environment, offering digital copiers, networkable laser printers, wide format copier/printers and multifunction imaging solutions. Using innovative technology & product design, it produces products that offer a lower Total Cost of Ownership/ Total Cost of Service whilst reducing waste and pollution. For more information, visit [www.kyoceramita.com.au](http://www.kyoceramita.com.au).