



## **Kyocera Mita recognised in BERTL'S Best Awards 2009**

*Kyocera TASKalfa Multifunctional Devices (MFDs) receive accolades for image quality, ease of use and best value*

**Sydney, Australia – 6 July 2009** - Kyocera Mita, one of the world's leading document solutions companies, has been recognised with 2009 BERTL's Best Awards for its TASKalfa® Multifunctional Devices (MFDs).

BERTL, Inc., is a leading news, research and critical analysis service for the office technology industry. Over the last several months, BERTL analysts have evaluated hundreds of digital imaging devices, software, and management utilities in the worldwide marketplace. BERTL analysts reviewed current product lines and new product introductions to identify the select group of devices and software that stand apart from the others. BERTL's Best covers the entire digital imaging and document management arena.

The awards support Kyocera's mission to offer document imaging solutions that provide superior image quality, unsurpassed performance and ultra-reliability, while also minimising both Total Cost of Ownership (TCO) and their environmental impact.

### **TASKalfa 500ci Colour MFD Series**

Building on the successful launch of the TASKalfa 500ci colour MFD series in late 2008, BERTL has recognised the TASKalfa 500ci series with:

**Best Digital Imaging MFD Colour Range** for the TASKalfa 500ci series

**Best Departmental Colour A3 Range** with an Outstanding Print Feature Set for the TASKalfa 500ci series

**Most Innovative Colour MFD Control Panel Features** with User Help Options for the TASKalfa 500ci series

**Best Value for Price Colour A3 MFD in Segment 4** for the TASKalfa 400ci

In selecting the TASKalfa 500ci series, BERTL noted Kyocera's strong colour imaging capabilities, the quick and seamless performance via a user-friendly control panel and long life consumables benefits, as well as its industry-leading engine that provides superior results on a daily basis.

Validating the industry excitement that has surrounded the launch of the TASKalfa brand, BERTL Labs recently certified each device in the TASKalfa 500ci series with Five Star ratings for their high colour quality, impeccable reliability and the ease of use for performing tasks. For the Five Star rating, each product was put through vigorous testing by BERTL technical analysis to gauge device performance and consistency.

### **TASKalfa 820/620 Monochrome MFDs**

In the monochrome MFD category, the TASKalfa 820/620 series received:

**Best Departmental Monochrome A3 MFD Range** with Outstanding Print Feature Set for the TASKalfa 820/620

**Best Value for Price Monochrome MFD** in Segment 5 for the TASKalfa 820

The TASKalfa 820/620 impressed BERTL with its strong performance and reliability with an easy-to-use interface for workgroups and enterprises to address their printing, scanning, copying and optional faxing needs and the strong value of the solution.

“Kyocera has clearly proven its ability to be successful in bringing MFDs to market that offer the performance and durability that allow businesses to optimise their peripheral operations and control costs,” said Margie Davis, managing director at BERTL, Inc.

“Across their portfolio, from TASKalfa colour MFDs to ECOSYS printers, Kyocera has demonstrated what it means to be counted among BERTL’s Best.”

“As a company with a proud legacy in bringing innovative, high value and ecologically-minded products to businesses across ANZ and the world, Kyocera takes great satisfaction in being recognised for the quality and integrity of its products,” said David Finn, Managing Director, Kyocera Mita Australia and New Zealand.

“Over the past few years, Kyocera has invested heavily in research and development to deliver ultra-reliable, high performance solutions that address specific business needs. BERTL’s recognition marks an important milestone as we continue to expand our line of market-leading MFDs and printers that meet the diverse and ever-changing document imaging needs of our end-users.”

To learn more about Kyocera’s TASKalfa range, and read about additional TASKalfa awards, please visit <http://www.taskalfa.com.au/bonus.html>.

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#### **ABOUT BERTL**

BERTL® Inc. is a leading source for objective, independent product evaluation reports and comparative analyses on digital imaging devices and workflow solutions. 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. Covering all major digital imaging manufacturers, BERTL publishes the world’s most extensive Web site of evaluation reports, comparisons data, vertical market research, news and more on copiers, printers, MFDs, production and workgroup scanners, fax machines, color and production equipment and wide format devices. BERTL reports, research and other industry informative services are available in a range of specialized subscription services. To learn more about BERTL, visit [www.BERTL.com](http://www.BERTL.com) or telephone 1.973.882.0200.