

Kyocera releases new Smart Series for SME market

Sydney, Australia – Wednesday 23 February, 2011 - Kyocera Mita Australia and New Zealand, one of the world's leading document imaging companies, is fulfilling a growing business imaging need with the launch today of the Kyocera Smart Series A3 Multifunctional Printers (MFP).

Kyocera has integrated the proven reliability of their copiers with the compact, low cost design of their printers in developing this impressive new range.

The new range incorporates the robust features and functionality of an A3 MFP, but with the configuration and ease of use of an A4 MFP - based platform - with no sacrifice to image quality or performance.

The Smart Series by Kyocera is all about offering choice. The products can be purchased with or without a cost per page contract. Also, unlike conventional copiers, the Kyocera Smart Series comes with a 3-year onsite manufacturer warranty – up to 180,000 pages and has a 'plug and play' set up. This can be completed in around 15 minutes and can be done by the end user, rather than a technician.

“No other manufacturer can offer a product of this quality and functionality, at such an attractive price point,” said David Finn, managing director, Kyocera Mita Australia. *“This range will hold strong appeal for the SME market wanting flexibility, greater affordability and the choice to manage their devices in-house”.*

The Kyocera Smart Series range includes two monochrome and two colour MFPs. They are designed to include all the features businesses require most, with the added benefit of being highly simplified in their operation. In fact, they are incredibly easy to use, with the incorporation of a colour touch screen panel making it intuitive and straight forward.

Complementing the incredible ease of use of these products is the low maintenance. There is now no need to have a technician perform periodic maintenance as you typically would with a traditional copier.

The Kyocera Smart Series MFPs feature a compact and stylish design that incorporates Kyocera's [ECOSYS](#) technology. Among the benefits of ECOSYS are:

- Long life components such as up to 300,000 page imaging drum delivering the lowest Total Cost of Ownership in its class
- Less waste due to long life components
- Ultra reliability for maximum uptime
- Seamless integration into any networking environment

True to Kyocera Mita imaging technology standards, the Kyocera Smart Series MFPs feature exceptional printing, colour scanning and copying, as well as optional Super G3 fax/network fax for high speed document delivery.

The new Kyocera Smart Series MFP range is available from 23 February 2011 in Australia and 18 March 2011 in New Zealand. For further product specifications, please click here for the [FS-6025MFP](#), [FS-6030MFP](#), [FSC-8020MFP](#) or [FSC-8025MFP](#) or contact [Philippa Hill](#) for a full media kit. To learn more about Kyocera, visit our website at www.kyoceramita.com.au

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> or contact:

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