

## **Kyocera Mita wins prestigious award before new MFD range hits the market**

**Sydney, Australia – Wednesday 18 May, 2011** – Building on the success of its flagship TASKalfa multifunctional product series, Kyocera Mita Australia, one of the world's leading document imaging companies, strengthened its award-winning lineup, today, with the announcement of 11 new colour and black & white TASKalfa MFDs. Prior to its official release today, the Kyocera TASKalfa 5550ci Colour MFD achieved "Reliability Certified" and "Highly Recommended" ratings for efficiency and reliability from Buyers Laboratory, Inc.

The new products are engineered to provide common technology across the TASKalfa range and this translates to common accessories and common operation for each of the 11 models. "We're excited about this as it means real benefits for business. Learn one – learn them all, so businesses with multiple new Kyocera devices can run one training session and have accessories which operate on each and every model, providing asset optimisation and simplicity," said Mark Vella, marketing manager, Kyocera Mita Australia and New Zealand.

Among the new MFDs launching today, the TASKalfa 5550ci Colour MFD was awarded for its highly reliable, class-leading rated colour and monochrome drum yields; excellent value, outstanding overall performance and productivity; and highly automated and intuitive network installation.

Kyocera's patented long-life amorphous silicon drum technology delivers a 600,000 page drum life. This results in cost savings to the consumer from less service and down time as well as savings to the environment through less parts wastage.

"The new range we're launching today is perfect for medium to large sized businesses or government departments who demand a reliable, cost effective MFD. A lot of businesses will be excited by the optional EFI Fiery® Controller on the colour range which delivers true colour matching and optimal processing speeds of large file sizes such as Adobe™ design files and multilayered PDF documents," added Vella.

Kyocera allows users to choose from a suite of Kyocera-developed and third-party business applications such as Capture2Go; a mobile document capture application available via the Apple AppStore on iTunes for the iPhone, iPad and iPod Touch. Capture2go allows end-users to seamlessly scan and print documents on the new Kyocera series of MFDs, enabling them to review and distribute documents via their mobile device.

The TASKalfa mid range colour devices are available for sale through Kyocera and their authorised dealer channel from today with the remaining 7 units available from June.

To learn more about Kyocera, visit [www.kyoceramita.com.au](http://www.kyoceramita.com.au)

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#### **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://www.kyoceramita.co.nz> or contact:

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