

Kyocera Makes Its Mark in Colour

Sydney, Australia – Wednesday 24 August, 2011 - Kyocera Mita Australia and New Zealand, one of the world's leading document imaging companies, is ranked as one of the dominant providers of A4 colour workgroup Multifunction printers (MFPs) by IDC and has received a host of new awards from Buyers Laboratory, Inc. (BLI), a leading global source for unbiased and reliable intelligence for the imaging industry.

Kyocera has long been recognised for its strong product line up in the A3 colour MFP, monochrome printer and A4 MFP sectors. It was only twelve months ago that Kyocera launched A4 colour workgroup MFPs and in this short time has moved to a leading position in the Australian market as customers' most popular choice in this category according to [IDC Australia](#).

George Kharoufeh, senior product manager, Kyocera Mita Australia and New Zealand, says "Achieving such a rapid rise in this colour MFP sector is an encouraging achievement and reconfirms the value of our [ECOSYS](#) design and long life technology. Receiving a second award by BLI for high speed colour, further cements our position as a leading vendor in document management solutions."

BLI July 2011 Awards

BLI Award Category	Model	Award Title
A3 MFD	Kyocera TASKalfa 5550ci	Outstanding 51- to 60-ppm A3 Colour MFP, Summer 2011
A3 MFP	Kyocera FS-6030MFP	Outstanding 21- to 30-ppm A3 Monochrome MFP, Summer 2011
Colour A4	Kyocera FS-C5250DN	Outstanding A4 Colour Printer for Mid-Size Workgroups, Summer 2011

The TASKalfa 5550ci was designed for everyday office use and according to George Mikolay, BLI senior product editor for A3/Copier MFPs, "The TASKalfa 5550ci earned high marks across the board, producing better output quality than most competitors, and proving to be one of the most productive models in its speed range."

As Kharoufeh adds "These BLI awards and IDC industry research confirm Kyocera's growing strength in the industry as a vendor who has a breadth of product to meet the needs of the corporate and government sector. Kyocera continues to strive to be innovative and adapt to meet the requests of the ever changing world of document solutions."

For further information on Kyocera's awards, please visit our [awards](#) page on our website.

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About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. Kyocera is ranked number one according to IDC monthly laser MFP tracker for period January 2011 to June 2011 in the A4 MFP Colour Laser 21-30ppm segment.

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. In 2011 Kyocera was appointed as an official supplier of both Printers and Multi-function Devices to the Australian Federal Government.

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:

Pip Hill, Advertising and PR Manager, Kyocera Mita Philippa.Hill@kyoceramita.com.au 0419 144 618

