

## Kyocera Smart Series A3 Multifunctional Printers

Kyocera Smart Series A3 Multifunctional Printers (MFP) launched in February 2011 and integrates Kyocera's copier reliability with the compact, low cost design of its printers.

The new range incorporates the robust features and functionality of an A3 MFP, but with the configuration of an A4 MFP - based platform.

### The benefits to the consumer include:

- The Smart Series by Kyocera offers choice; the products can be purchased with or without a cost per page contract.
- Has a range of accessories which increase the functionality of the product. Many of these are not available on A4 MFPs. Accessories are the same across the range, simplifying fleet management.
- Also, unlike conventional copiers, the Kyocera Smart Series comes with a three-year onsite manufacturer warranty – up to 180,000 pages.

- A3 printing, scanning and fax capability with the ease of usage of an A4 MFP.

Smart Series A3 MFPs will provide a viable A3 solution so resellers can meet their customer's needs across a broader range of product categories. In the past, resellers have had options in the A4 MFP category but not with A3 MFP functionality. This new range gives resellers the chance to up-sell to existing A4 customers and approach new customers whose needs they previously couldn't meet.

### Other benefits to resellers from the Kyocera Smart Series are:

- Maintenance contracts are now optional and if a customer wants a maintenance contract, resellers have the option to offer this directly to the customer, or refer them to Kyocera.

- 3-Year On-site Manufacturer's Warranty means peace of mind selling for the reseller. This has been a hindrance for them selling A3 devices in the past as typically they don't come with a manufacturer's warranty and resellers have been unable to provide the service required to the end user.
- Delivered Direct to the Customer. Kyocera will deliver the product direct to a customer or to the reseller business. This can mean cost savings for the reseller.
- Priced for Small Businesses and Offices providing new sales opportunities for resellers in the SME sector. ■



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**RRP:** From \$3499 for FS-6025MFP