



# Good technology leads to good ecology

The world's resources are limited, and therefore, as a company offering new value in the document management environment, it is Kyocera Mita's responsibility to develop low environmental impact products. We also must consider the environment in our manufacturing, distribution, recycling, and other processes. We at Kyocera Mita give the global environment top priority in all of our business activities and strive to develop technologies that help protect the environment. Good technology leads to good ecology. Kyocera Mita believes that this is the path to becoming an eco-friendly company.



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## As a member of the Kyocera Group, we care about environment.

Our goal is to create new value, while living together with all things.

People conceive dreams and then do things others have not to make their dreams a reality. They have a strong desire to make their dreams come true. They find the courage to face adversity and make a total commitment. This describes the history of the Kyocera Group, and our growth has been driven by dreams.

The Kyocera Group conducts business on a global scale in a wide variety of fields, from advanced materials, components, devices, equipment, networks and services. We believe that an enterprise such as our Group must always consider its impact on the global environment during the course of conducting business.

Take, for example, solar power. We began our R&D in photovoltaic cells, based on our conviction that solar power technology is necessary as a new energy source that can replace petroleum and other limited resources. The entire Kyocera Group is dedicated to living together with every other living thing on Earth. As members of the Kyocera Group and document management environment providers, we at Kyocera Mita ask ourselves what we can do to achieve that goal. This question is always on our minds as we seek to create new value for our customers.

## To achieve a sustainable society

### Growing as a business and as people, and giving back to the world

As a company offering new value in the document management environment, how should Kyocera Mita interact with society? Much consideration is given as to how companies should fulfill their social responsibilities, including dealing with global environmental concerns. While, currently, we find awareness of ecological issues throughout the world, Kyocera Mita was a pioneer in advocating the idea that direct action for the global environment is an important corporate social responsibility.

It was based on that awareness that we released the first ECOSYS printer in 1992. Unlike other laser printers, the ECOSYS printer does not require replacement of the drum or image developing parts during its lifetime, requiring only toner replacement under normal operating conditions. While we

cannot claim to have had a high level of environmental awareness at that time, we, nonetheless, sought to act according to our convictions by prioritizing reduced environmental impact throughout the lifetime of our products, from development to manufacturing, reuse and recycling.

As a result of such continuous efforts, we have now instilled environmental awareness in all of our employees. We are nurturing a corporate culture in which employees consider for themselves the kinds of products that should be created to conserve the global environment and the philosophy which should guide their work.

Kyocera Mita continues to offer new value in the document management environment so as to realize a sustainable society.

KYOCERA MITA Corporation  
President  
Katsumi Komaguchi

# Eco-friendly, long-life products offer superior economic performance.

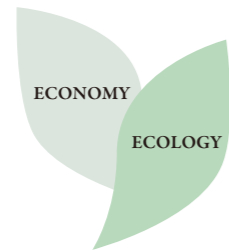
The ECOSYS concept has become part of our employees' consciousness.

The creation of the kind of document management environment needed for a sustainable society spans both ecological and economical aspects. Products designed in consideration of the global environment address "ecology," while creating products which reduce the cost of running an office addresses the issue of "economy." Kyocera Mita has incorporated these "eco" aspects in our unique ECOSYS concept, by which both are achieved, simultaneously, through our long-life technology. Use of our ECOSYS long-life

technology in printers and multifunctional products reduces the rate of disposal of replacement parts, which reduces both environmental impact and running costs, each of which are major office environmental issues. The ECOSYS concept that "eco-friendly, long-life products offer superior economic performance" is part of our consciousness at Kyocera Mita, where environmental considerations and efforts are important, not only at our manufacturing sites, but also in the lives of each of our employees.

## ECOSYS CONCEPT

Eco-friendly, long-life products offer superior economic performance.



What is the ECOSYS concept?

The ECOSYS concept consists of applying Kyocera Mita's own long-life technology to improve both "ecology" and "economy," simultaneously, by considering the global environment, while achieving reductions in running costs.

### 01

Case of ECOSYS

#### Reducing environmental impact

Never compromising in our efforts to reduce environmental impact, from materials procurement to disposal  
>MORE P10~11



### 02

Case of ECOSYS

#### Partnering with our customers

Partnering with our customers to optimize the document management environment in offices worldwide  
>MORE P12~13



### 03

Case of ECOSYS

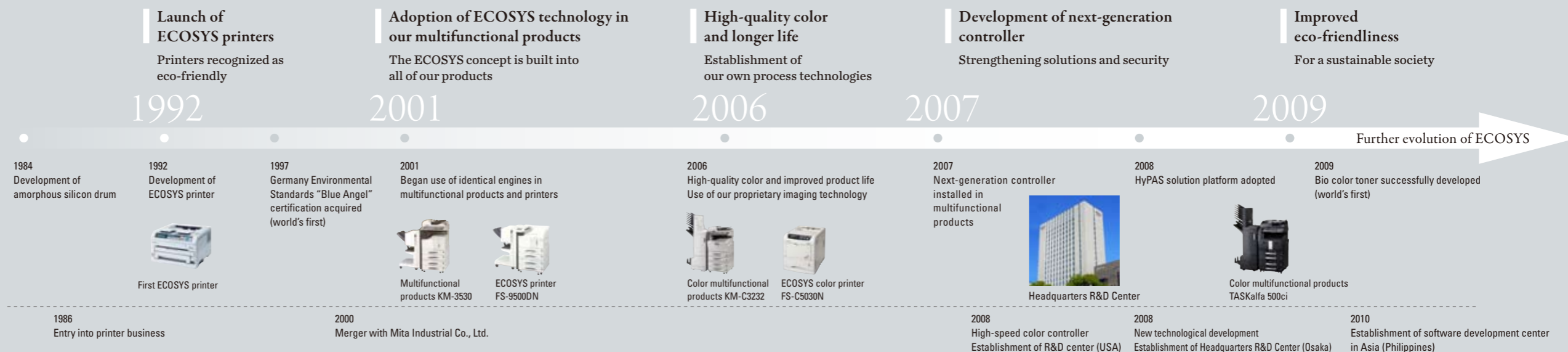
#### Efforts of our employees

The efforts of our employees. Being a Kyocera Mita employee means caring about the environment  
>MORE P14~15



## ECOSYS HISTORY

Kyocera Mita's environmental efforts began in 1992 and continue to evolve today. The following is an introduction to some of our efforts:



## We never compromise in our efforts to reduce environmental impact, from materials procurement to disposal.

We have made our results quantifiable, as well as useful in our manufacturing.

Kyocera Mita conducts Life Cycle Assessments (LCA) of all our products to monitor, as well as reduce, environmental impact throughout their lifecycle. An LCA examines each stage of the lifecycle of a product or service, from acquisition of materials to manufacturing, distribution, use, disposal, and recycling, and analyzes environmental impact by quantifying factors such as the amount of resources and energy expended and emissions produced across the entire lifecycle. This results in an Environmental Impact Assessment that provides an objective, quantified view of environmental impact, such as global warming and resource depletion, which we use in conducting product R&D and manufacturing process adjustment. The LCA is of tangible value in reducing the environmental impact of each stage in the lifecycle of a product or service.

An example of this is found in our ECOSYS printer line. We focused our analysis on the environmental impact factors that cause global warming. As a result, we found that the lifecycle stages of the main unit component, materials manufacturing and customer use stages were where we needed to reduce global warming impact. We then followed up by developing products with reduced environmental impact, focusing on items, such as the selection of materials for use in the main unit and replaceable parts and the consumption of power and replaceable parts during use. At Kyocera Mita, our manufacturing considers not only the making of the product, but every stage of its lifecycle. This is another way in which we seek to contribute to a better global environment.



## Partnering with our customers to optimize document management environments in offices worldwide.

We are our customers' "document partner."

Kyocera Mita always seeks to offer new value to our customers by providing the optimal document management environment for their offices. One way we do so is through our office document management environment consulting services. We assess the document management environment at their offices, investigating such as "Which departments have the highest printout volume?" and "What is the ratio of color printing vs. monochrome?" Once we have analyzed the status of the customer's document management environment, we are able to put in place the best arrangement of printers and multifunctional products. We refer to this document management environmental consulting as our "Managed Document Services."

Another service we offer is customization of the document management environment according to the work performed by the customer. We are able to create a more efficient document workflow by

creating functions tailored to the particulars of the customer's work, in addition to the standard functions of our products. This is also tied in with our services and external equipment connected via networks. Printers and multifunctional products are not merely printing device, but also the central artery of the document workflow within the office network. At the heart of this system lies HyPAS, our software platform technology, by which we provide high value-added solutions, based on a variety of Internet standard technologies.

Through in-depth communications with our customers, we come to know them better than anyone and are able to resolve issues that our customers themselves had not noticed. Kyocera Mita aims to be our customers' "document partner," offering new value in the document management environment.





# KYOCERA MITA Today.

## Kyocera Mita Group Today

Manages offices in 31 countries and regions worldwide, while conducting business in more than 140 countries

Consolidated net Sales / **¥239billion**

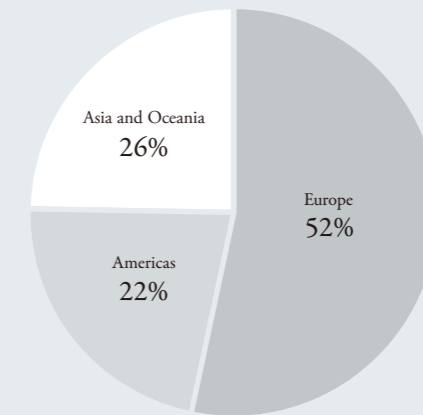
※ (Results for year ended March 2011)

Group employees / **14,667**

※ (As of March 31, 2011)

Group companies / **74**

※ (As of March 31, 2011)



Sales ratio by region

## Products and services



### ECOSYS printers, multifunctional products

ECOSYS office equipment is built with Kyocera Mita's proprietary long-life technology. Our ECOSYS line is "eco"-friendly, bringing both ecology and economy to the document management environment.



### TASKalfa multifunctional products

TASKalfa multifunctional products are at the top of their class (alpha) in improving the efficiency of all office tasks, bringing next generation document workflow and productivity to our customers' offices.

### MPS (Managed Print Services)/ MDS (Managed Document Services)

We offer new value for our customers' office environment by assessing their document management environment and offering optimized document management environmental solutions.

# A pioneering global development structure offering new office environment value while considering the global environment.

## Speedy development of technologies that meet customer needs.

Kyocera Mita is contributing to the evolution of document management equipment through a variety of groundbreaking technologies led by our long-life technology, which is symbolized by our ECOSYS concept. Our primary technology development site, the 20-story Kyocera Mita Headquarters R&D Center, was completed at the Japan Headquarters in 2008. We have installed the latest facilities at our Headquarters R&D Center (Osaka, Japan), which is the heart of our

printer and multifunctional product technology development. We have created an environment for swift and dynamic development, corresponding to our customers' every need. We conduct wide-ranging technology research, including into environmentally-friendly technologies and security technology for preventing leaks of customer data. We will continue to develop products designed with thorough consideration of the environment, at both our R&D Center and other R&D sites located worldwide.

### R&D Sites



KYOCERA MITA Global Headquarters R&D Center (Osaka, Japan)  
Technologies: Hardware, Software



KYOCERA MITA Tokyo R&D Center (Tokyo, Japan)  
Technologies: Software



KYOCERA Technology Development (Northern California, USA)  
Technologies: Software

Chemical Products Development Center (Mie, Japan)  
Technologies: Toner

KYOCERA Technology Development (Southern California, USA)  
Technologies: Software

KYOCERA MITA Technology Development Philippines  
Technologies: Software

#### Development of smart software by reverse modeling

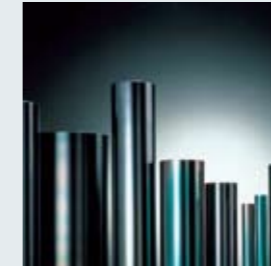
Rather than increasing our volume of software assets, which has been expanding each year, we have elected to proceed with the development of products that meet customer needs by effectively using our enormous software assets. We have established a reverse modeling method, based on model-driven development methods, for creating a reusable software model. This provides for smart software development that makes possible parallel development of multiple models.

## Technology development for offering new value in the document management environment

### Technology Spanning Ecology and Economy

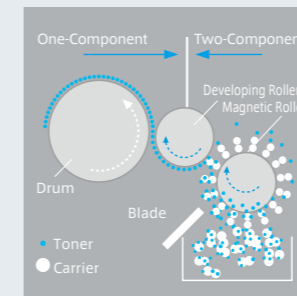
#### The amorphous silicon drum is at the core of our long-life products

Photoconductor drums, which have a lot of moving parts and points of contact, are central to the electrophotographic process. In the drum we developed, the extreme hardness of the amorphous silicon used in the core, which is subject to intense friction, allows it to last 30 times longer than the OPC drums used previously. This means that the photoconductor drums in our printers and multifunctional systems hardly ever need replacing, which represents the creation of significant new value in the document management environment.



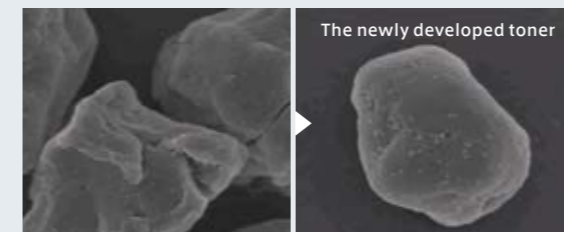
#### Proprietary process technology that increases color output speed while maintaining high image quality

The INTERACTIVE TOUCHDOWN DEVELOPING SYSTEM is our proprietary technology, combining the high-image quality of the single-component development method of a monochrome engine with two-component developing technology, benefitting product longevity. We have achieved improved development roller longevity while maintaining high image quality. First, the two-component development method, in which developer is mixed with toner, is used to transfer the toner to the magnetic roller. This forms a thin membrane on the developing roller, after which the single-component mechanism is used to "jump" the toner to the photoconductor drum.



#### Small particle diameter color toner improves image quality and the environment

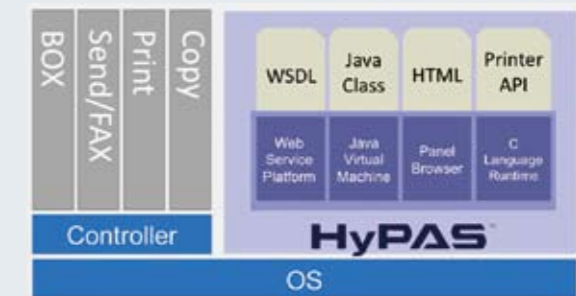
Small particle diameter color toner was developed to improve image quality, making high-resolution and high-quality imaging possible. The particles are smoother than those used in other toners, allowing finer images, better color reproduction and more natural, beautiful prints. It also makes low-temperature adhesion possible, reducing warm-up times and conserving energy.



### Technology for improving document workflow efficiency

#### HyPAS makes high-value solutions a reality

HyPAS (Hybrid Platform for Advanced Solutions) is our entirely new proprietary software platform technology. It is based on a variety of Internet standard technologies, including a browser and web service. We provide the environment necessary to developing applications used by multifunctional systems and printers, making high-value solutions a reality.



#### Universal Design for user-friendliness

Our printers and multifunctional products are shared at offices by multitype people. We seek to improve office work efficiency and business productivity through detailed design and functionality. One example of our effort to incorporate Universal Design for ease-of-use is the placement of large color LCD display in the control panel, improving the visibility and ease of use.



### Leading-edge technology for a sustainable society

#### Bio color toner cuts CO2 emissions by about 30%

Kyocera Mita succeeded in developing the world's first bio color toner made from plant-based ingredients. Using plant-based derivatives for about 30% of the toner content results in reduced atmospheric emissions of CO2 during post-disposal incineration. This results in a "carbon neutral" approach by curtailing increase CO2 emissions at the time of incineration.



# Always Striving to Earn to the Trust of our Customers from Product Development to Support, as a Global Network.



## KYOCERA MITA Europe : Coordinated Regions

< Sales company · Branch office >

- KYOCERA MITA Europe Headquarters (The Netherlands)
- KYOCERA MITA Europe Switzerland Branch Office
- KYOCERA MITA Europe Middle East Branch Office (UAE)
- KYOCERA MITA Germany
- KYOCERA MITA United Kingdom
- KYOCERA MITA France
- KYOCERA MITA Italy
- KYOCERA MITA Netherland
- KYOCERA MITA Belgium

- KYOCERA MITA Spain
- KYOCERA MITA Portugal
- KYOCERA MITA Austria
- KYOCERA MITA Russia
- KYOCERA MITA South Africa
- KYOCERA MITA Nordic (Sweden)
- KYOCERA MITA Nordic Norway Branch Office
- KYOCERA MITA Denmark
- KYOCERA MITA Finland

## KYOCERA MITA Asia : Coordinated Regions

< Sales Company >

- KYOCERA MITA Asia Headquarters (Hong Kong)
- KYOCERA MITA Korea
- KYOCERA MITA Hong Kong
- KYOCERA MITA Taiwan
- KYOCERA MITA Thailand
- KYOCERA MITA Singapore
- KYOCERA MITA India
- KYOCERA China \* KYOCERA Group Company

## KYOCERA MITA Global Headquarters : Coordinated Regions

- KYOCERA MITA Global Headquarters (Osaka, Japan)
- < Sales Company >
- KYOCERA MITA Japan
- KYOCERA MITA Australia
- KYOCERA MITA New Zealand

## Group Companies

- TA Triumph-Alder Group (Germany)

## Research and Development Locations

- KYOCERA MITA Global Headquarters R&D Center (Osaka, Japan)
- KYOCERA MITA Tokyo R&D Center (Tokyo, Japan)
- KYOCERA Technology Development (Northern California, USA)
- KYOCERA Technology Development (Southern California, USA)
- KYOCERA MITA Technology Development Philippines

## Production-Related Offices

- KYOCERA MITA China Plant
- KYOCERA MITA Vietnam Plant (Scheduled to begin operation in 2012)
- KYOCERA MITA Hong Kong distribution (Hong Kong)
- KYOCERA MITA Tamaki Plant (Mie, Japan)
- KYOCERA MITA Hirakata Plant (Osaka, Japan)

## KYOCERA MITA America : Coordinated Regions

< Sales company · Branch office >

- KYOCERA MITA America Headquarters
- KYOCERA MITA America - Northeastern Region (New Jersey)
- KYOCERA MITA America - Midwestern Region (Illinois)
- KYOCERA MITA America - Western Region (California)
- KYOCERA MITA America - Southeastern Region (Georgia)
- KYOCERA MITA America - Southwestern Region (Texas)
- KYOCERA MITA Canada
- KYOCERA MITA Mexico
- KYOCERA MITA Brazil

## Corporate History

### 2000

Jan. Company name changed to KYOCERA MITA Corporation (photo ①)



Oct. KYOCERA MITA Japan Corporation established

### 2001

Feb. "ECOSYS FS-8000C" A3 color printer is released

Aug. "KM-3530 Series" multifunctional products with ECOSYS technology are released (photo ②)

Sep. "KM-C830 Series" color multifunctional products are released

Dec. KYOCERA MITA China Plant is completed (photo ③)

Dec. Hirakata Distribution Center is completed



### 2002

Apr. The KYOCERA Corporation Printer Department is incorporated into KYOCERA MITA

Sep. "KM-6330" high-speed multifunctional product is released

Oct. "ECOSYS FS-6020" A3 printer is released

### 2003

Apr. Production of photoconductor drums starts at the KYOCERA MITA China Plant

Jun. "ECOSYS FS-C5016N" A4 color printer is released

Jun. Tamaki third Plant is completed

Aug. "ECOSYS FS-C8026N" A3 color printer is released

Oct. "KM-C2630 Series" color multifunctional products are released

Oct. Business alliance with TA Triumph-Adler Group (Germany) starts

### 2004

Apr. "ECOSYS FS-9520DN" A3 printer is released

Jul. "KM-2050 Series" multifunctional products are released

### 2005

May "ECOSYS FS-1118MFP Series" A4 multifunctional products are released(photo ④)

Sep. "KM-8030 Series" high-speed multifunctional products are released

Dec. KYOCERA MITA Brazil is established



### 2006

May "ECOSYS FS-6950DN" A3 printer is released

May "KM-C3232 Series" color multifunctional products with the INTERACTIVE TOUCHDOWN DEVELOPING SYSTEM are released

Sep. "ECOSYS FS-3900DN Series" A4 printers are released

### 2007

May "KM-5050 Series" multifunctional products with next generation controller are released

Jun. KYOCERA MITA Europe Distribution Center is established in the Netherlands

Nov. "ECOSYS FS-1300D" A4 printer is released

### 2008

Jan. KYOCERA MITA Corporation and Peerless Systems of the United States sign a definitive agreement to sell intellectual property and other assets from Peerless Systems to KYOCERA MITA Corporation

Feb. Chemical Products Development Center and a toner plant are established at the KYOCERA MITA Tamaki Plant (Mie, Japan) (photo ⑤)

Mar. KYOCERA MITA India is established

Apr. KYOCERA MITA Global Headquarters R&D Center is (Osaka, Japan) completed (photo ⑥)



### 2009

Jan. "TASKalfa", a new multifunction products brand is announced

Jan. "TASKalfa 500ci Series" color multifunctional products with the "HyPAS" solution platform are released (photo ⑦)

Jan. TA Triumph-Adler Group (Germany) becomes a subsidiary

Jul. KYOCERA MITA Korea is established

Dec. KYOCERA MITA Corporations succeeds in developing the Bio Color Toner, the first in the world to use raw materials derived from plants(photo ⑧)



### 2010

Jan. "ECOSYS FS-C8500DN" A3 color printer is released

May "ECOSYS FS-3140MFP Series" A4 multifunctional products is released

Aug. "ECOSYS FS-C2126MFP Series" A4 color multifunctional products are released

Sep. KYOCERA MITA Asia Headquarters (Hong Kong) is established as an Asian sales headquarters

Sep. KYOCERA MITA Technology Development Philippines, a software development company, is established

Dec. "TASKalfa 305 / ECOSYS FS-6030MFP Series" multifunctional products are released

### 2011

Apr. KYOCERA MITA Nordic (Sweden) is established as four Nordic countries sales headquarters

May "TASKalfa 5550ci Series" color multifunctional products are released

## Corporate Philosophy Basic idea concerning management

# 敬天愛人

### Corporate Motto: "Respect the Divine and Love People"

### Management Rationale:

Preserve the spirit to work fairly and honorably, respecting people, our work,our company and our global community.

To provide opportunities for the material and intellectual growth of all our employees, and through our joint efforts, contribute to the advancement of society and humankind.

## KYOCERA MITA Corporation Corporate Profile

Corporate Name	KYOCERA MITA Corporation
Address	1-2-28 Tamatsukuri, Chuo-ku, Osaka 540-8585, Japan Phone: +81-6-6764-3555
Chairman	Makoto Kawamura
President	Katsumi Komaguchi
Founded	November 1934
Established	July 1948 (MITA Industrial Co., Ltd.) Name changed to KYOCERA MITA Corporation on January 18, 2000
Capital	Yen 12 billion
Net Sales	Yen 239 billion (Year ended March 31, 2011)
Employees	14,667 (As of March 31, 2011)
Business Description	Manufacture and sale of monochrome and color printers, multifunctional products, wide format systems, and parts and supplies

### Management Based on a Bond of Human Minds

Kyocera started as a small, suburban factory, with no money, credentials or history. We had nothing to rely on but a little technology and 28 trusty comrades. Consequently, Kyocera's management became based on everyone exerting their maximum efforts, and managers dedicating their lives to earning the employees' trust- all believing in each other, abandoning selfish motives, and feeling fortunate to work for the company. All employees ultimately united to make Kyocera a company they could be proud to work for. Human minds are said to be easily changeable. Yet, there is nothing stronger than the human mind. Kyocera became what it is today because it is based on a bond of human minds.



**Kazuo Inamori**  
Founder and Chairman Emeritus  
KYOCERA Corporation