

THE NEW VALUE FRONTIER



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## **Kyocera Printer and Multifunctional Product Line Recognized for Overall Productivity**

### **Kyocera Devices Receive BERTL's Readers' Choice Gold Award for Overall Productivity Determined by Equipment Buyers and Users**

Kyocera, one of the world's leading document imaging companies, today announced that its multifunctional product (MFP) and printer product line has been recognized for exceptional efficiency and low total cost of ownership. Kyocera has been honored with the BERTL Readers' Choice Gold Award in the category of overall productivity. The award is the result of a worldwide end-user survey conducted by BERTL to determine the manufacturer whose multifunctional product (MFP) and printer product line provides the highest productivity as rated by actual end-users.

"The productivity of an organization's printers and MFPs has a direct impact on the productivity of an organization as a whole," said Elizabeth McNichol, vice president of corporate relations for BERTL. "Respondents to BERTL's Readers' Choice Awards survey cited Kyocera's ability to keep the entire workflow process running smoothly and efficiently resulting in time and cost savings."

Over the past year, BERTL conducted a worldwide survey covering 23 manufacturers' copier, printer and MFP performances across a range of areas.

Responses were received from enterprise buyers and technical professionals in 47 countries, responsible for managing over 175,000 devices in total. Respondents were questioned on the most important issues affecting their digital imaging equipment purchasing decisions, such as ease of use, productivity, reliability, service and support, image quality and pricing.

“In today’s business environment document capture, management and distribution must be handled consistently, accurately and securely throughout an organization so that content can be put to work quickly and efficiently,” said Anthony Toope, National Marketing Manager for Kyocera Mita Australia. “With our advanced technology and long-life consumables, end-users can be confident that they’re getting the most reliable and productive products available in the market. This award further reinforces Kyocera’s commitment to delivering cost-effective document solutions that are designed to efficiently and cost-effectively manage the output demands of fast-paced organizations.”

## **ABOUT BERTL**

BERTL® is the premier source for objective, independent product-evaluation reports and comparative analyses on digital imaging devices and software. BERTL’s evaluation reports, customer satisfaction research, awards and product ratings are undertaken entirely at BERTL’s expense for the benefit of its international subscriber base. At all times, BERTL’s primary focus is the end user. BERTL publishes the world’s largest library of evaluation reports on copiers, printers, MFPs, fax and color and production devices. The reports are available in a range of specialized subscription services: Color at Work®, LabCheck®, ITchat® and Imaging at Work®. Also available is the DataCheck® service, a database of over 4,000 products covering all major manufacturers. To learn more about BERTL, visit [www.BERTL.com](http://www.BERTL.com)

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## **About Kyocera Corporation**

Established in 1959 and listed on the US stock exchange, the Kyocera Corporation group of companies has turnover in excess of 12 billion US dollars and is headquartered in Kyoto, Japan. With the Asia Pacific regional head office in Sydney and branch offices in Brisbane, Melbourne, Canberra, Perth, Adelaide and Auckland, Kyocera is one of the world's leading manufacturers and distributors of document imaging solutions.

Kyocera is a company that is committed to the environment, offering digital copiers, networkable laser printers, wide format copier/printers and multifunction imaging solutions. Using innovative technology & product design, it produces products that offer a lower Total Cost of Ownership/ Total Cost of Service whilst reducing waste and pollution. For more information, visit [www.kyoceramita.com.au](http://www.kyoceramita.com.au).