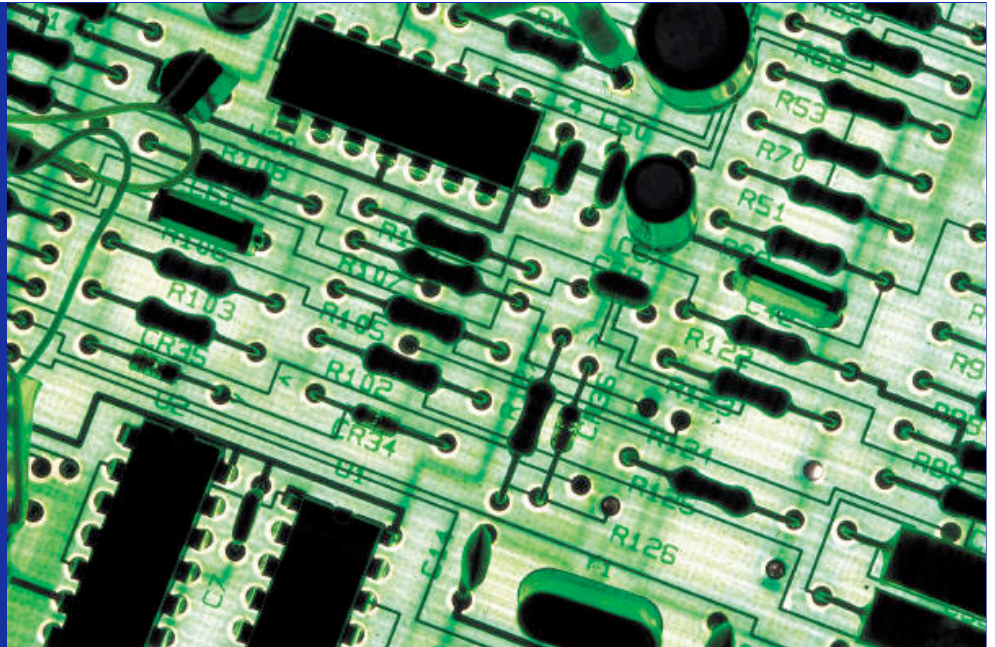


THE
OFFICE
PRODUCTS
ANALYST

OPA



Print for Pay Customers Say Konica Minolta Office Color is Most Reliable

Results taken from the Annual Print for Pay Survey conducted by the Office Products Analyst (OPA)

Each year, we conduct a study in which we ask commercial printers and publishers across the continental United States to rate the imaging equipment they use on a daily basis. Surveys were completed via extensive telephone interviews with hundreds of customers.

After a thorough validation process, we were left with 207 commercial printers and 20

publishing houses in our sample.

This year, Konica Minolta devices were tied as the Most Reliable in the Office Color



category, beating out rivals such as Canon, HP and Xerox.

Print for Pay customers also gave Konica Minolta highest marks in another critical category; Best Color Matching.

"Based on feedback from customers, anyone in the market for a reliable Business Color device should strongly consider a Konica Minolta."

Andy Slawetsky

President, Industry Analysts, Inc.

QUESTIONS?

OPA: (585) 232-5302

IATSD-LAB: (973) 227-8699

The Office Equipment Authority



OPA

The Office Products Analyst is the longest running, continuously published publication that focuses exclusively on the office automation industry. Published by Industry Analysts, Inc. in Rochester, NY, the OPA conducts thousands of end-user and office equipment dealer surveys each year. Konica Minolta did not fund this study and there are no license fees or reprint rights associated with this document; the holder may share and distribute freely. The full OPA issue from which this excerpt was derived is available on our website. For more information, contact IA, Inc. at (585) 232-5320.