



Press release

Brilliance in digital colour – EDP award for Konica Minolta’s bizhub PRO C65hc

Langenhagen, Germany, April 2009

Dependable colour and productivity – these are the main characteristics of Konica Minolta’s bizhub PRO C65hc. The renowned European Digital Press Association (EDP) now awarded the unique printing system for its unsurpassed colour reproduction as best full colour light production printer. Featuring the revolutionary High Chroma toner (HC toner) – developed by Konica Minolta – the bizhub PRO C65hc offers an unprecedented number of colours and exceptionally bright colour saturation for graphic arts companies, commercial printers, advertising agencies and creatives. Users particularly benefit from the large sRGB coverage area along with the facilitated sRGB colour workflow.

“The 2009 EDP award for our unrivalled bizhub PRO C65hc really makes us proud”, admits Karl-Friedrich Edenhuisen, Product Manager at Konica Minolta Business Solutions Europe. “As solely innovative products and features are decorated by the EDP, this award truly is a confirmation for our effort to constantly develop new technologies that turn out to be an added value for our customers. This is what makes Konica Minolta a leading player in the production printing market for years now.”

With the presentation of the 2009 EDP award, Konica Minolta once more proves its pioneering task. Developed on the basis of the company’s Simitri HD toner



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technology, the HC toner integrated in the bizhub PRO C65hc produces an image quality previously unknown and unmatched by any other production printing system. It reproduces a colour gamut extremely close to the sRGB colour space, and also a far greater number of colours than any other device currently on the market. For users, this makes reproducing colours as they see them on the monitor very straightforward while they can rely on a really easy to handle but comprehensive colour management. “What you see is what you print” is the maxim for the new HC toner, and complicated conversion processes from sRGB into CMYK are a thing of the past. Exactly these features now were decorated for their singularity and market value by the EDP jury consisting of branch experts like engineers, journalists and independent consultants.

The bizhub PRO C65hc not only stands out from other devices of its class because of its unsurpassed colour quality but also due to its impressive media flexibility and comprehensive inline finishing options. The system processes up to 65 colour A4 pages a minute and easily deals with media of up to 300 gsm. To facilitate selection, the bizhub PRO C65hc comes in different configurations, suited to the most frequent customer finishing requirements. Besides, the HC toner requires lower fusing temperatures than conventional toners while also producing lower CO₂ emissions.

“As the first and only supplier of a toner that closely matches the colour gamut of sRGB Konica Minolta offers high value to the market”, adds Karl Friedrich Edenuizen. “The bizhub PRO C65hc is an ideal solution for customers who seek to distinguish themselves from their competitors with exceptionally true colours. We are particularly thinking of advertising agencies and professional print providers who target a creative, demanding audience.”



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Press photos



Konica Minolta's bizhub PRO C65hc received this years EDP award as best full colour light production printer for its outstanding sRGB reproduction opportunities.



The bizhub PRO C65hc offers unprecedented colours in production printing, reproducing a far greater number of colours than other systems on the market. Its colour gamut is quite similar to that of sRGB, allowing users to print what they see on their monitor without much conversion and effort.



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About Konica Minolta Business Solutions Europe:

Konica Minolta Business Solutions Europe GmbH, based in Langenhagen, Germany, is a subsidiary of Konica Minolta Business Technologies, Inc., Tokyo, Japan. The company distributes products, systems and solutions that fulfil all the requirements of office and production printing. Its product range extends from colour and monochrome multifunctional and production printing systems, laser printers and all-in-ones to modern software that integrates devices seamlessly into work processes and IT environments. To support customers such as printing and industrial companies optimally with powerful and sustainable solutions, technology leader Konica Minolta invests continuously in research and development work and regularly sets new standards for the entire printing industry.

Konica Minolta Business Solutions Europe is represented by subsidiaries and distributors in more than 50 countries in Europe, the Middle East and Africa (EMEA). With 22,500 employees around the world, Konica Minolta Business Technologies earned net sales of over EUR 4.3 billion in fiscal year 2008/09.

For further information about the company, visit www.konicaminolta.eu

Product images are available at www.konicaminolta-images.com

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Contact:

Karl-Friedrich Edenhuisen
Konica Minolta Business Solutions Europe GmbH
Phone: +49 (0)511 7404-377
Karl.Edenhuisen@konicaminolta.eu

Heiko Willrett
Pleon GmbH
Phone: +49 (0)711 21099-425
KonicaMinoltaTeam@pleon.com