

December 3, 2008 - Hackensack (NJ) – Buyers Laboratory Inc. (BLI), the world's leading independent evaluator of document imaging products and solutions, today announced its Fall 2008 "Picks" for copier MFPs, with the prestigious awards going to devices from Canon, Konica Minolta, Océ and Ricoh. BLI's semi-annual "Pick" awards are given to the products that perform the best in BLI's unique evaluations, which assess a wide range of the most important performance factors for buyers, including reliability, ease of use, image quality, productivity and value, among others.

"With lower pricing and increased functionality, this season's crop of 'Pick' winners all offer exceptional value," said BLI Managing Editor Daria Hoffman. "With choices in monochrome and color, and in a range of speeds and monthly volumes, buyers are sure to find the MFP that's perfect for their specific needs." The Fall 2008 Copier "Pick" winners are:



**Outstanding Segment 1  
Business Color MFP**

**Konica Minolta bizhub C203**

**Outstanding Segment 2  
Business Color MFPs**

**Konica Minolta bizhub C253**

---

**Konica Minolta In A Class Of Its Own In Segment 1 Color**

Excelling in a number of areas evaluated, the **Konica Minolta bizhub C203** has won BLI's "Pick" for Segment 1 Color.

"In addition to its strong performance in testing, what separates the bizhub C203 from the competition are robust capabilities not typically seen on devices in this speed range, such as saddle-stitch finishing, duplexing, the ability to accommodate paper sizes up to 11" x 17" and a touch-screen control panel. With the capabilities it offers for the price, the bizhub C203 truly stands on its own in a class of its own," said BLI Assignments Editor George Mikolay.

Based on an engine that delivered near-flawless reliability in BLI's rigorous 100,000-impression durability test, the bizhub C203 features support for heavier paper stock than any competing model and delivers competitive copy and print running speeds along with copy image quality that ranges from very good to excellent. The device also features excellent security features, including standard hard drive overwrite.

### **Maximum Uptime And User-Friendly Design Earn Konica Minolta Kudos**

Excellent reliability, superior print quality and a user-friendly design have earned the **Konica Minolta bizhub C253** "Pick" recognition in Segment 2 color.

"In addition to its excellent reliability, the bizhub C253's rated drum yields are above average, and the drums are user-replaceable, enabling maximum uptime and minimal downtime," said BLI Manager of Laboratory Testing Pete Emory.

Ease of use was also very good, beginning with the device's large, full-color touch-screen control panel, which can be set to one of two copy-centric interfaces depending on the preference of the user,

as well as customized with the addition of two menu entries (from a selection of 40) to make frequently used functions more accessible.

Print driver ease of use was also found to be very good, and an EFI Fiery controller is available for organizations that have more exacting color standards. The device also supports an excellent security suite that includes standard hard drive overwrite.

"We are honored that BLI has selected the bizhub C203 and the bizhub C253 for its 2008 'Pick' awards," said Kevin Kern, vice president of marketing for Konica Minolta Business Solutions U.S.A., Inc. "We continue our commitment to develop innovative technology that provides organizations with high volume products that increase efficiency, improve quality and reduce operating costs."



### **About Buyers Laboratory**

Since 1961, Buyers Lab has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's US and UK laboratories, the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional products.

In addition to the testing of office equipment for its subscribers, Buyers Lab provides consulting services to buyers and a vast array of confidential for-hire private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (such as toner, ink and photoconductors), software and solutions and print media testing (including virgin and recycled papers).

For more information on Buyers Lab, please call (201) 488-0404, visit [www.buyerslab.com](http://www.buyerslab.com), or e-mail [info@buyerslab.com](mailto:info@buyerslab.com).