

**BERTL's****Best™**

9th Annual Awards

2004 Award Winner

Best 41-50ppm Monochrome MFP Kyocera Mita KM-5035



The BERTL's Best Award for "Best 41-50ppm Monochrome MFP" is bestowed on the product which delivers the most extensive and useful functionality for workgroups and centralized departments.

BERTL has awarded the 2004 BERTL's Best Award to the Kyocera Mita KM-5035 for its low entry level price, flexible upgrade path and wide range of finishing and scanning options.

With the current market buzz over color you might forget that not every office needs color capability.

Monochrome printing costs significantly less per page and many business documents (memos, business letters, etc.) don't require color in order to be effective.

BERTL's 11-page evaluation report on the Kyocera Mita KM-5035 (available in BERTL's Imaging At Work section) said, "With a relatively high monthly volume, good multifunctional capabilities, a wide range of booklet and finishing options plus software-based document management tools, the Kyocera Mita KM-5035 has a lot to offer workgroup users."

BERTL's Best 2004 9th Annual Spring Awards Recognizing The BEST In Digital Imaging Technology and Innovation

The lead-up time to the **BERTL's Best Spring Awards** marks an intense period of research for BERTL analysts. Starting first week of January, BERTL analysts begin work reviewing every major **NEW** corporate-level copier, printer, color, production and multifunctional device introduced to the market as of January 1st. Devices are analyzed across a wide range of parameters with the end-user experience being the primary consideration. BERTL analysts take into consideration overall value for money, competitive advantage, accessibility (for the physically challenged or visually impaired user), design and build quality, standard functions, modularity of design and upgrade path to more extensive functionality, any value-added software that is part of the product offering, network management utilities, return on investment, and more. For every device that BERTL analysts review, the company publishes a detailed evaluation report (per device) in one of its specialist services: "Color at Work," "LabCheck" or "Imaging at Work." You will find hundreds of reports at www.BERTL.com. Six months later, BERTL analysts conduct another in-depth investigation, this time they look at the entire competitive landscape of corporate-level devices, this comprises **newly launched devices**, as well as **current-line product offerings** (*this numbers several hundred devices*). Following extensive research, which takes into consideration feedback from users, product resellers and in-depth competitive study, BERTL analysts then recognize a very small, select group of devices with the highly prestigious **BERTL's Best Spring Awards**.

The digital imaging marketplace evolves at a rapid pace. In order to be scrupulously fair to manufacturers who have plans to launch products in the second-half of the year, BERTL conducts a similar end-of-year in-depth review of the competitive landscape, so that any "NEW" products launched June through December can be considered for BERTL's Best December Awards recognition.



2004 Award Winner

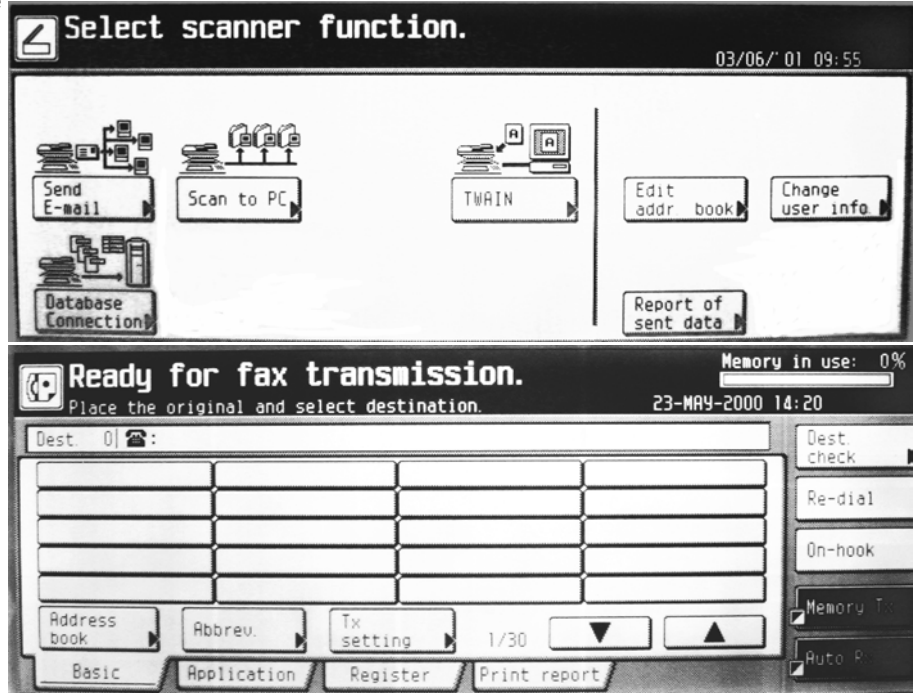
Featuring a full range of available multifunction capabilities including copy, network print, network scan and fax, the Kyocera Mita KM-5035 can help offices streamline their digital imaging operations by getting rid of old, dedicated desktop printers, copiers and fax machines (which all require different consumables and servicing) and replacing them with a single device capable of handling the needs of an entire department.

The advantage of consolidating numerous desktop machines into a single workgroup/departmental device is that it can save companies money by eliminating the need to buy consumables for three or four different types of machines. It can also reduce servicing costs, and time taken to train employees.

Another advantage to using the Kyocera Mita KM-5035 instead of desktop digital imaging devices scattered throughout the office is that, by centralizing functions such as copy and print, administrators can control print and copy costs.

The Kyocera Mita KM-5035 is sold at a very low base price compared to other devices in its market sector, meaning that users only pay for functions that they need instead of being charged a premium to have all of a device's bells and whistles included with the entry-level machine.

Out of the box, the Kyocera Mita KM-5035 starts as a ledger/A3-



Above: Examples of menus displayed on the KM-5035's touchscreen control panel.

capable monochrome digital copier. It comes standard with duplex copy and fixed 64MB of copier RAM. Copy resolution is true 600 x 600dpi and copy speed is advertised as 50cpm. The standard paper supply is 1,200 sheets, upgradeable to a maximum of 4,200.

Upgrade options allow users to add network print (this option also comes with an additional 64MB RAM, which can be increased to a maximum of 576MB, and includes a direct PDF print capability as well as three page description languages, KPDL, PCL5e and PCL-XL), network scan, scan to email and fax capability. Hard drives are also offered as upgrades for copy and print

functions (each function has its own hard drive).

Also available is a 100-page, 50opm two-pass duplex automatic document feeder.

Finishing options are a strong reason to buy the Kyocera Mita KM-5035. Available finishers include:

- **7-Bin Mailbox:** Each mailbox can be assigned to an individual or a department, allowing easier document storage and retrieval. This option cannot be used with the Booklet Finisher.
- **Booklet Finisher:** This incorporates sorting, stapling,



2004 Award Winner

folding and saddle-stitching, and also can be configured with an optional add-on hole punch.

- **3,250-Sheet High Capacity Document Finisher:** Provides sorting, multi-position stapling and hole punch finishing.
- **1,000-Sheet Staple Finisher** with single-position, 30-sheet stapling.

It's scanning offers LDAP integration with corporate email/fax central address books. This means that users can pull company email addresses and fax numbers directly off the company's central database, instead of having to maintain a

separate address book for the Kyocera Mita KM-5035.

Consumables are another strong point on the Kyocera Mita KM-5035.

This device's image drum life cycle is quoted by the manufacturer as 500,000 impressions — more than double the number quoted by its nearest competitor and as much as five times higher than some others.

Kyocera Mita quotes a maximum monthly duty cycle of 150,000 pages a month. This could result in much longer intervals between service visits, which not only saves money, but also reduces machine downtime.

Kyocera Mita also says that its mono-component toner cartridge technology offers lower running costs than competing devices.

With a suggested retail price far lower than most 45ppm competitors, the Kyocera Mita KM-5035 delivers a speed advantage of 5ppm over most of its rivals.

This makes it a very cost-effective device for workgroups and departments looking for a solid monochrome device flexible enough to accommodate a large number of uses.

Spotlight On The Award Winner

Started in Japan in April 1959, Kyocera is a familiar name throughout the business community. Kyocera is continuously expanding and is currently represented in 161 countries.

Kyocera acquired well-known copier company Mita in the 90's and now does business as Kyocera-Mita.

Kyocera's headquarters are in Kyoto, while Kyocera-Mita's main headquarters are based in Osaka, Japan.

The company has more than 44,000 employees, split into

various groups throughout the world.

Kyocera-Mita's focus is on various types of office devices and equipment. Kyocera-Mita has a wide reach across the global market.

Kyocera-Mita is mainly an office equipment specialist, interested in the development of copiers, multifunctional devices, printers and fax products.

The company focuses on low-to-mid range volume areas of the business market. However, it has a sturdy, high-volume product range available as well.

Kyocera-Mita's concern for environmental issues and new ways to help out is visible in the design of many of its machines.

The company's Ecosys (Economy, Ecology and Systems) Printers have eliminated disposable print cartridges to reduce industrial waste.

The management policy is one of unity and honor, says Kyocera-Mita, whose company philosophy remains "Respect the Divine and Love People."