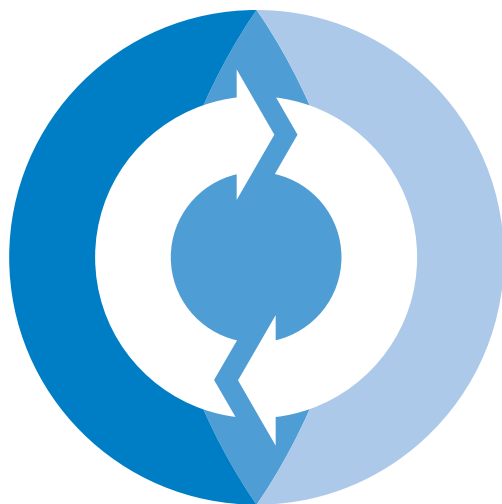




KONICA MINOLTA

Maximize the Value of  
Your CR Investment



**BLUE MOON**  
LIFECYCLE PRODUCTS

Lengthen... Strengthen... Enhance

The essentials of imaging

## Here Are The Facts:

- ▶ Over 10,000 CR Units Installed Worldwide
- ▶ Based On These Units, Our Average On-Site Service Call, Per Reader, Per Year Is A Mere **0.5**
- ▶ And... Over 75% Of Service Issues Are Solved Over The Phone!

But Don't Take Our Word For It.

Listen to What Independent Research Groups Have to Say...



### Highest User Satisfaction Rating For Multiple Years

User Satisfaction Ratings

	System Performance	System Reliability	Installation / Implementation	Applications Training	Service Response Time	Service Repair Quality
Agfa	8.4 *	8.4 *	8.5 *	8.5 *	8.2 *	8.3
Eastman Kodak	8.6	8.6	8.8	8.7	8.6	8.7
FUJI MED SYS	8.7	8.7	8.7	8.7	8.4	8.4
Konica-Minolta Med	9.3 ✓	9.3 ✓	9.0 ✓	9.0 ✓	9.0 ✓	8.8 ✓
Philips	8.5	8.5	8.7	8.7	8.8	8.2 *

Highest ratings in a category are represented by a green check (✓).  
Lowest ratings in a category are represented by a red 'x' (\*).

User Satisfaction Trend

Company	Rating
Agfa	8.4
Eastman Kodak	8.7
FUJI MED SYS	8.4
Konica-Minolta Med	9.0
Philips	8.4

Highest ratings in a category are represented by a green check (✓).  
Lowest ratings in a category are represented by a red 'x' (\*).  
If a rating for Konica-Minolta Med is hyperlinked, you can click it to go directly to the associated trend chart.

	System Performance	System Reliability	Installation / Implementation	Applications Training	Service Response Time	Service Repair Quality	Composite
AGFA	8.6 *	8.5 *	8.7	8.5	9.1	9.0	8.7
EASTMAN KODAK	8.7	8.7	8.9	8.8	8.7	8.8	8.8
FUJI MED SYS	9.2	9.2	9.3	9.0	8.5	8.5	9.0
KONICA-MINOLTA MED	9.6 ✓	9.6 ✓	9.5 ✓	9.4 ✓	9.5 ✓	9.6 ✓	9.6 ✓
PHILIPS	8.6 *	8.6	8.6 *	8.4 *	8.4 *	7.7 *	8.4 *

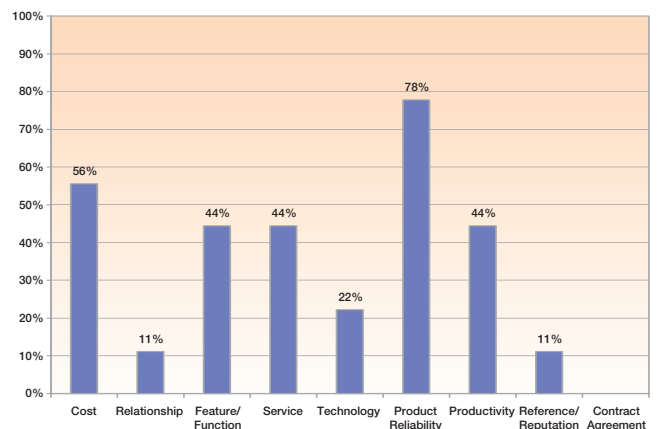
Highest ratings in a category are represented by a green check (✓).  
Lowest ratings in a category are represented by a red 'x' (\*).  
If a rating for KONICA-MINOLTA MED is hyperlinked, you can click it to go directly to the associated trend chart.

*"My Xpress doesn't break down. Standard service, as I know it, doesn't apply!"*

— Satisfied User



Key Drivers — Looking for CR



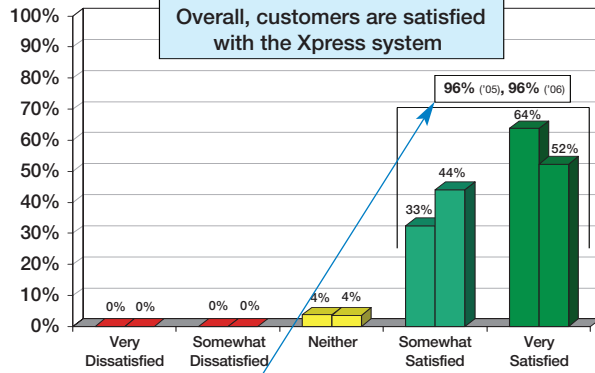
# Interclarity Research

Rating	System Performance	System Reliability	Installation / Implementation	Applications Training	Service Response Time	Service Repair Quality	Composite
8.5	8.3	8.5	8.1	8.9	8.8	8.5	8.5
8.6	8.6	8.8	8.7	8.6	8.7	8.7	8.7
8.6	8.6	8.7	8.8	8.4	8.3	8.6	8.6
8.6	9.6	9.1	9.1	9.3	9.4	9.3	9.3
8.5	8.5	8.7	8.5	8.8	8.2	8.6	8.6

Ratings in a category are represented by green check (✓).  
 Ratings in a category are represented by red 'x' (✗).  
 Hyperlinked, you can click it to go directly to the associated trend chart.

	System Performant	System Reliability	Installatio Implemen	Applicatio Training	Service Response Time	Service Repair Quality	Composite
	8.7	8.5	8.7	8.5	9.2	9.0	8.8
MAN KODAK	8.7	8.8	8.9	8.9	8.8	8.8	8.8
IED SYS	9.2	9.2	9.3	9.0	8.4	8.5	9.0
CA-MINOLTA	9.5	9.7	9.5	9.5	9.6	9.6	9.6
PS	8.2	8.7	8.4	8.3	8.9	8.4	8.5

## Overall Satisfaction

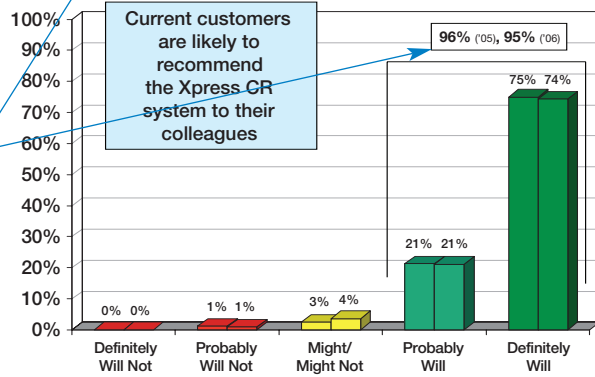


Overall, how satisfied are you with the Xpress CR System from Konica Minolta?

2005 Base (left bar in pair): All respondents (n=80)  
 2006 Base (right bar in pair): All respondents (n=109)  
 ©2006 Interclarity Research & Consulting, Inc.



## Likelihood to Recommend



How likely are you to recommend the Xpress CR System to a colleague?

2005 Base (left bar in pair): All respondents (n=80)  
 2006 Base (right bar in pair): All respondents (n=109)  
 ©2006 Interclarity Research & Consulting, Inc.

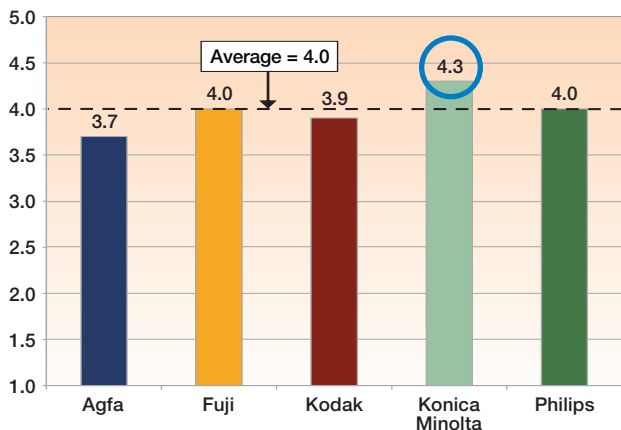


96% Satisfaction Rate

*"My team rated Konica Minolta superior in all categories. Product uptime and reliability go without question."*

— Xpress CR User

## Product Reliability



So, If Everything Works So Well...

# Blue Moon Lifecycle Products

## ...Why Do You Need Blue Moon Lifecycle Products?

### Here's Why:

Because Blue Moon transcends traditional service contracts and provides many “Customer Recognized” Values that help to lengthen, strengthen and enhance the performance of your computed radiography products.

Blue Moon is an extension of Konica Minolta’s commitment to industry-leading customer satisfaction and provides a full range of products to fully protect your CR investments.

The Blue Moon Series consist of three plans: **Blue Moon Tradition**, **Blue Moon Select** and **Blue Moon Elite**, tailored to meet the needs of different facilities, from the clinic to the large hospital. Each plan helps the facility to ensure the continued operation of its mission-critical medical imaging equipment.

Blue Moon Tradition	Blue Moon Select	Blue Moon Elite
24x7 Technical Phone Support Preventative Maintenance – 2 per year Software Updates	24x7 Technical Phone Support Preventative Maintenance – 2 per year Software Updates	24x7 Technical Phone Support Preventative Maintenance – 2 per year Software Updates
On-Site Troubleshooting and Repair – up to 2 visits per year Parts Insurance with \$2,500 Deductible	Unlimited On-Site Troubleshooting and Repair Unlimited Parts No-Fault Cassette & Plate Repair with Co-Pay Software Upgrades Remote Network Configuration & Exam Tag Changes	Unlimited On-Site Troubleshooting and Repair Unlimited Parts No-Fault Cassette & Plate Repair with Co-Pay Software Upgrades Remote Network Configuration & Exam Tag Changes
		Rollover Cassette & Plate Program Disaster Response Program – Free CR Loaner Super User Training Program On-Site Network Configuration & Exam Tag Changes

Please refer to the accompanying datasheets for additional details and important inclusions.

**Contact your Konica Minolta Representative today and discover how to lengthen, strengthen and enhance the value of your CR investment!**



**KONICA MINOLTA**

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