



Building Bridges of Trust with Customers



Beneficial and Safe Products

We shall strive to earn the confidence of consumers and clients through the development and provision of socially beneficial products and services with the utmost consideration for safety.

COMMITMENT

Konica Minolta believes that as a manufacturer, we must earn the trust and confidence of society by conscientiously fulfilling customers' expectations with respect to product quality and safety. Accordingly, we have made it our overriding goal to fulfill customers' expectations by consistently giving top priority to quality and customer satisfaction and by providing products and services with distinctively high levels of value.

APPROACH

We provide high-quality products and services—anytime, anywhere—that are guaranteed to offer outstanding levels of safety and environment friendliness.

We apply quality-engineering methods in product development to realize dependable product quality and high productivity while striving to comprehensively enhance the CSR aspects of Group manufacturing operations.

We comprehensively assess product life cycles from raw material procurement through product disposal with an eye to providing products and services that help society overcome environmental protection challenges.



4 2006 TARGETS

1. We will proactively plan and design products that are easier to use by adopting universal design^{*1} methods for hardware design and more useful user interface^{*2} methods for software design.
2. We will reinforce our responsiveness to the needs of the current networking era by strengthening capabilities for developing information security technologies and expediting the introduction of information security functions.
3. We will further improve our energy-saving designs and further promote a decrease in products' environmental impact while rigorously complying with the RoHS directives^{*3} and other environmental regulations.

^{*1} Universal design: Methods used to design products, buildings, and spaces with an eye to ensuring that they can easily be enjoyed by diverse people regardless of such individual characteristics as those involving physical ability, age, gender, nationality, and race

^{*2} User interface: The electronic operating environment users inhabit when operating computers—a product feature that plays a large role in determining computers' ease of use

^{*3} RoHS directives: Hazardous materials regulations introduced by the EU on July 1, 2006, these regulations prohibit the inclusion of six specified types of harmful substances in electronics products



With the goal of contributing to society through our products, we closely examine how each type of product is used and draw on our powerful development capabilities and sophisticated technologies to provide diverse products and services tailored to society's needs.

"bizhub" MFPs – Boosting Office Productivity

In addition to copier functions, multi-function peripherals (MFPs) can perform the functions of copiers, fax machines, printers, and other computer peripherals. Konica Minolta's bizhub MFPs are popular because they facilitate information sharing. Moreover, bizhubs increase work efficiency, thereby boosting office productivity. 

The current "networking era" entails diverse network risks in such areas as unauthorized computer access, electronic viruses, and information leaks. To counter these risks, bizhubs employ user authentication, automatic data erasure, and various other security functions, and a growing number of bizhub models have obtained ISO15408 certification for their information security capabilities. Moreover, in response to worldwide concerns, we are working to enhance the environment-friendliness of bizhub models through accelerated design initiatives for reducing energy consumption, discontinuing the use of harmful substances, and other improvements.

Society is seeking to enhance public welfare by promoting the employment of older and physically handicapped workers. Konica Minolta is addressing needs by proactively employing universal design methods that systematically consider the challenges individuals face so that a wider range of people can use its products with greater ease. To this end, we work with handicapped and elderly people in our universal design programs to identify design issues and evaluate solutions. Examples of our continuous

efforts to improve our products' ease of use include the addition of panel display magnification functions and the creation of easy-to-view control panels incorporating high-contrast colors.

Micro Camera Units – Further Increasing Compactness and Performance

Konica Minolta's micro camera units and micro camera-use lens units are employed in a growing range of applications, including mobile phones with cameras, car cameras, and web cameras. We are seeking to augment the utility of such optical units by steadily increasing their compactness and performance.

Regarding mobile phones with cameras, for example, Konica Minolta is constantly improving photographic image quality by boosting pixel counts and introducing sophisticated autofocus systems. Portability requires compactness and lightness, and our latest micro camera units are only half the thickness of previous models. 

In the future, mobile phones with cameras are expected to become ever more compact and high performance while offering even better image quality. In light of these trends, we expect that our capabilities in compact camera units and lens units will draw increasing demand.

PCM System – Digital Mammography—Helping Give Women Healthy Futures

Dietary and lifestyle changes are causing a steady rise in the incidence of breast cancer, and it is cur-

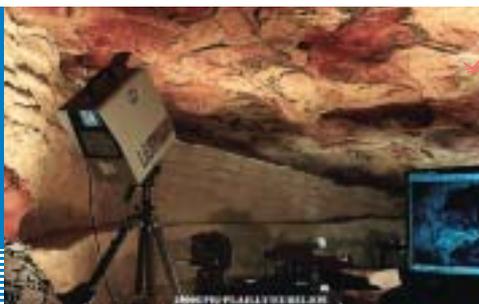
2005
Performance

4,268

This figure is the number of Konica Minolta's laid-open patent publications in Japan during calendar 2005. The number of U.S. patents registered during calendar 2005 was 316 and we ranked 56th among all companies in terms of U.S. patent registrations.



Konica Minolta won the End User Platinum Award in the 2005 BERTL* Color Productivity award program. With a field of candidates consisting of the products of 32 manufacturers, BERTL awards are bestowed based on the votes of several thousand equipment procurement managers from 56 countries.



rently estimated that one in 30 Japanese women will eventually develop breast cancer. If discovered early and quickly treated, breast cancer can be cured. Greatly facilitating early discovery are mammography systems. These units must offer extremely good image quality to enable precise diagnosis.

Aiming to contribute to the early detection of breast cancer, Konica Minolta has developed PCM System digital mammography that incorporate phase-contrast technology to realize extremely high-quality images. Since its launch in Japan in 2005, this system has earned the high regard of users. 

The PCM System has attracted considerable attention at exhibitions in Europe, the United States, China, and Australia, and preparations are now being made for marketing it in these regions.

VIVID Series Noncontact 3D Digitizers—Generating Vivid 3D Images

Non-contact 3D digitizers use laser beams to scan objects without physically touching or harming them and then create 3D digital images. They are used to create computer graphic video images and 3D designs, among numerous other applications. They are also finding important applications related to the preservation and restoration of historical cultural items.

For example, to prevent further damage to the prehistoric paintings they contain, Spain's Altamira caves are closed to the general public; however, a full-sized replica can now be visited instead. The

creation of the replica entailed the use of a Konica Minolta 3D digitizer to scan approximately 2,600m² of cave wall surface.  Our digitizers are also invaluable for use in restoring cultural artifacts and artworks and for creating custom-tailored urethane foam packing materials for such items.

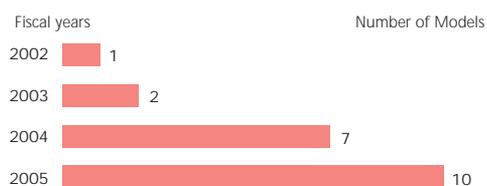
* ISO15408: An international security evaluation standard that attests that materials associated with the development, manufacture, and operation of products and systems have been inspected and are not problematic.

 A bizhub MFP for office use

 A micro camera unit smaller than a matchstick

 A PCM System recently introduced in Japan

 3D digitizers being employed in the Altamira caves



The above graph illustrates the cumulative total number of Konica Minolta MFP models that have received ISO15408 certification. All models launched since October 2004 are certified.

125

This figure is the number of oral and poster-based presentations made at the 2005 Konica Minolta Quality Engineering Symposium. Held annually, this symposium is features numerous innovative presentations and lively discussions.

In addition to enabling product performance enhancements, Konica Minolta's powerful technological capabilities are generating a growing variety of benefits regarding the amelioration of environmental and other societal problems.

*BERTL: An international and independent evaluation institution that evaluates digital imaging equipment products from the end user's perspective.