

# Delivering Added Value to Customers

Konica Minolta believes that it is not just a mere supplier of goods and services. In each division, the overriding objective is to provide customers with the value they seek. As part of this effort, the Group strives to offer office products with unparalleled functionality, utility, and features.

## A Management System Responsible for Quality

### Quality Management System

The executive officer in charge of CSR is responsible for quality Group-wide. Within each business company and common function company, directors in charge of quality are responsible for the quality of their respective product categories. In addition, the Group maintains a Quality Committee, chaired by the executive officer in charge of CSR and composed of executive officers in charge of quality, as a Group-wide consultative organization responsible for promoting quality management throughout the Group.

In fiscal 2007, the group also started formulating a system for quantitatively evaluating the quality that is expected by customers in a variety of business fields with the aim of increasing customer satisfaction.

## Prompt Response Guards against Quality Problems

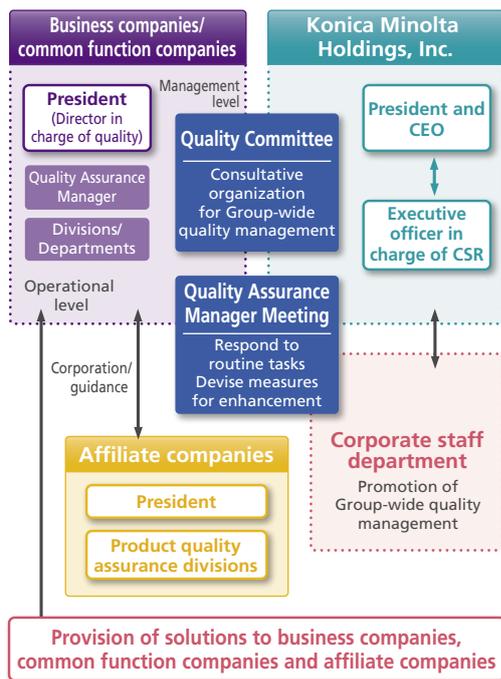
### Worldwide Information Sharing and Response

In accordance with its primary policy of “customers and quality first,” the Konica Minolta Group takes prompt, appropriate, and thorough action when quality problems are discovered. The Group then implements measures to ensure there will be no recurrence of the problem.

If a quality-related accident occurs anywhere in the world, sales and marketing offices input a report into Konica Minolta’s Market Quality Quick Report Database, operated worldwide, within 24 hours and that information is then immediately shared with business companies and Konica Minolta Holdings, Inc. As necessary, reports are promptly given to the group’s top management from the executive officer in charge of CSR.

In the unlikely event of an emergency accident involving product safety, Konica Minolta holds a Quality Problem Response Meeting in accordance with its Market Quality Management Rules and is prepared to take prompt responsive action.

Group Quality Management System



## bizhub C650 Series Wins Energy Conservation Grand Prize



Konica Minolta's color MFP bizhub C650/C550 won the Agency for Natural Resources and Energy Director-General's Award, which is one of the 2007 Energy Conservation Grand Prizes in the energy-saving machines and systems category. The Simitri HD toner, with its lower melting point and other technologies that helped achieve a dramatic reduction in energy consumption, were highly praised.



## Voluntary Efforts Exceeding Legal Standards

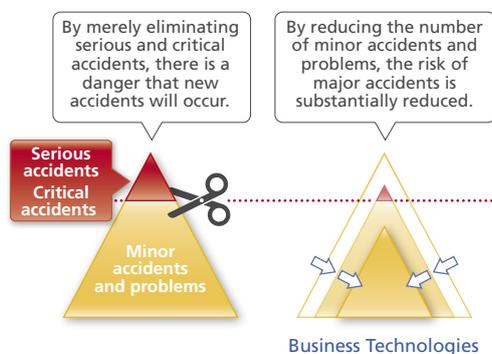
### ● Framework for Ensuring Product Safety

Product safety is the foremost issue that every manufacturer must address with the highest priority, and this is true at Konica Minolta as well.

Konica Minolta Business Technologies, Inc., (Business Technologies) has set strict safety standards that go beyond the level required by laws and regulations. The company has established its own Electrical Safety Design Standards and Safety Evaluation System, which are shared by all departments. With these cross-divisional frameworks the company promotes product safety.

To prevent the occurrence of serious accidents, it is extremely important to make sure that products do not have any small defects or problems that can lead to serious accidents. In fiscal 2007, Business Technologies reviewed product components and the assembly processes in light of product safety. Subsequently, the system was further reinforced, ensuring an increased level of safety.

### ■ Product Safety Concept (Business Technologies)

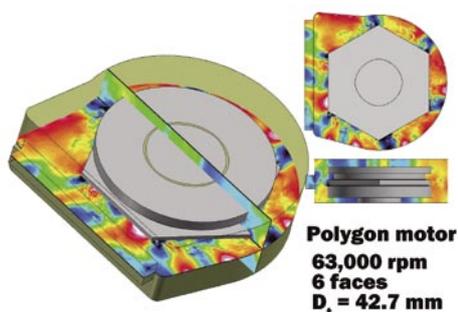


### ● Product Analysis Methods Keeping Abreast of Technological Advancement

Information technology and the complexity of software are constantly advancing. The Business Technologies' quality assurance department is continually enhancing its technology to reliably assess even the newest technology. This means customers receive the latest innovations with any flaws already fixed.

For example, the company jointly developed a technology with the University of Tokyo for analyzing the mechanisms of noise generation. The product noise issue is easily overlooked during the development stage for office products. This technology has facilitated the development of quieter products that help create comfortable office environments.

### ■ Pressure distribution around the polygon motor<sup>1</sup>



(Joint research with the Kato Chisachi Lab at the University of Tokyo)

### Staff Voice

#### Continuing to offer the most value from the customer's point of view

No matter how advanced the technology and functionality of a product, they only have value when the customer accepts them. "Is this product or service providing the most value possible to the customer?" At Quality Assurance Operations, this is the question we ask ourselves, a crucial question in assessing our products and services.



Manager  
QA Planning Division  
Quality Assurance Operations  
Konica Minolta Business Technologies, Inc.

Keisuke Tobita

<sup>1</sup> Polygon motor: A motor used in laser writing systems for MFPs and other equipment to rotate a polygon mirror at high speed.

### Staff Voice

Designs that people want to try

It is a given nowadays that products have the necessary functionality and are reliably usable. Moving on from this, our designs provide value that allows customers to experience comfort and fun while at work. We are striving for universal design that makes customers feel, "I want to try this."



Chief Industrial Designer  
Design Center  
Konica Minolta Technology  
Center, Inc.

Yoshitaka Isogai

1 RoHS: Stands for "the restriction of the use of certain hazardous substances in electrical and electronic equipment."

2 Registration, Evaluation, and Authorization of Chemicals (REACH): A European Union regulation that requires manufacturers and distributors that produce or handle more than one ton of chemical substances to perform risk evaluation.

3 Framework Directive on Eco-design of Energy-Using Products (EuP): Directive on energy-saving design requirements for electronic products.

## The Added Value of Safety

### ● Safe, Reliable, User-Friendly Products

To supply safe and reliable products to its customers, Konica Minolta evaluates products from the perspective of product liability during the various stages of product development. The Group strives to develop products that meet its voluntary standards. These internal standards are even more rigorous than the safety criteria established by Japanese regulations and the national safety standards of the countries in which the Group operates.

In addition, all the Group's products comply with the European RoHS<sup>1</sup> Directive, which tightly restricts the use of hazardous substances in products. Further, the Group is steadily moving toward compliance with the Registration, Evaluation, and Authorization of Chemicals (REACH)<sup>2</sup> regulations that are going to come into force in Europe, and the Framework Directive on Eco-design of Energy-Using Products (EuP)<sup>3</sup>.

When designing MFPs, laser printers, and other image information products, the Group is committed to making every effort to ensure comfortable use by developing products that fulfill the requirements for Japan's Eco Mark and satisfy the strict criteria of Germany's Blue Angel Mark (BAM), which rigorously restricts operation noise, vibration, and the emission of volatile organic compounds (VOCs).

In fiscal 2007, BAM added new criteria for color printers in ozone emission and noise level, and even stricter standards were set for ozone emission and energy-saving properties. These new standards were swiftly incorporated in Konica Minolta's bizhub series and 13 models were certified with the German Blue Angel Mark.



Blue Angel Mark

## The Added Value of User Friendliness

### ● Pursuing Universal Design

Konica Minolta is committed to manufacturing products based on the concept of universal design—products that can be used comfortably and easily by all people. Konica Minolta believes that products that are easy and comfortable to use come from paying attention to and putting all the little details into each one. The bizhub series of MFPs, for example, features meticulous efforts to enhance the ease of operation of every detail: displays with greater visibility, buttons that are easier to press, paper outlets with surface treatment that helps users retrieve their print-outs, and paper trays with grips that are easier to handle.



## Security through User Authentication

### ● Serious Information Security

Konica Minolta's MFPs are loaded with a range of security functions including user authentication, section management, IP filtering for preventing unauthorized printing over the network, and data erasing that completely erases document information read to the HDD by overwriting it when the job is finished and again when the HDD is discarded.

Data encryption is included as a standard specification in all but a few products, as a basic and necessary security function to give customers peace of mind when using Konica Minolta products.

Furthermore, the AU-101 Biometric Authentication Unit is included as an option for the bizhub C550/C650. This biometric finger vein reader allows highly secure, simple, and quick user access to the bizhub. The Biometric Authentication Unit eliminates the bother of entering passwords or carrying an ID card, since the unit can authenticate users simply by scanning a finger. Discriminating users by vein pattern, an individual characteristic that is difficult to forge, this system prevents fraudulent access using a stolen password or card.



The AU-101 finger vein reader for biometric authentication

## Customer-Focused Product Nets Prestigious Award

### ● Pick of the Year Award

Konica Minolta's color MFP bizhub C650/C550/C451 were given the Pick of the Year award by the Buyers Laboratory Inc. (BLI) in the U.S. in autumn 2007. For over 45 years, BLI has been highly trusted in the United States as a private evaluation body that tests office equipment. The Pick of the Year Award is given to office equipment that demonstrates exemplary performance throughout BLI's rigorous evaluation testing. The bizhub C650/C550/C451 won the award for their outstanding operability, high picture quality, user-friendly design, and suite of security functions.

As one of Konica Minolta's flagship product lines, the bizhub C650/C550/C451 are color MFPs that bring together a diversity of added value for office use, including universal design, information security, and networking functions. Winning the Pick of the Year Award is high praise for Konica Minolta's technical capabilities and an endorsement of the Group's customer-oriented products.



The Pick of the Year Award