



KONICA MINOLTA

vol.7

KONICA MINOLTA BT NEWSLETTER

January, 2012

green news



Konica Minolta booth

Konica Minolta at Eco-Products 2011, Japan's largest environmental expo

Konica Minolta appeared at Eco-Products 2011, Japan's largest environmental expo, held December 15 through 17 at Tokyo Big Site convention centre. The new theme — "Green for All, All for Green" — provided by the exhibition organiser was fully reflected in Konica Minolta's booth, which presented the firm's new challenges and introduced new technology vital to creating truly sustainable societies of the future.

The booth's next-generation lighting display showcased new applications for increasingly popular LED and organic EL lighting. Combining a previously unseen thin, light and flat light source with energy efficient, low-heat and environmentally/physically considerate features, organic EL lighting is widely expected to be a popular next-generation lighting solution.



LED lighting display

Also shown was the company's proprietary Green Factory Certification System, which evaluates environmental activities at manufacturing plants. Booth visitors were also introduced to bizhub 602 (bizhub 652 in Europe and the US), which is the first Green Products Plus device from Konica Minolta Business Technologies as defined by the Green Products Certification System, a method of evaluating products with excellent environmental performance.

Green Marketing was highlighted in a display devoted to Optimized Print Services (OPS). In addition, a panel displayed innovative new functions to be installed in future MPFs such as Eco Target Indicator (showing how to reduce environmental burden) and Weekly Timer (a learning function designed to enhance energy conservation). Furthermore, Konica Minolta's other efforts were also shown in panels, helping visitors understand Konica Minolta's awareness of the environment.



Green Products Plus Certified product bizhub 602 (bizhub 652)



Panel introducing Konica Minolta Green Marketing activities



Panel showing energy-saving functions to be installed in future products

Along with the technologies described above, the booth also explained current Konica Minolta challenges and was popular with attendees throughout the event.

Konica Minolta remains committed to adding new sensations to personal lifestyles and business, and always seeks to generate innovation.

For more information about Konica Minolta Business Technologies environmental activities, click here: http://www.biz.konicaminolta.com/environment/green_initiative/index.html#green

To see a YouTube video of the Konica Minolta booth at the event, click here:

http://youtu.be/_u3WOaA0k_k