



KONICA MINOLTA

## News Release

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**Digital Monochrome MFPs “bizhub 423/363/283/223”  
Win the Good Design Award 2010 BEST15  
And  
Four Lineups in categories of Laser Printer to Production Print System  
Receive Good Design Awards 2010**

Tokyo (October 22, 2010) – Konica Minolta Holdings, Inc. (Konica Minolta) today announced that the following products received the honor of Good Design Awards 2010, organized by Japan Industrial Design Promotion Organization (JIDPO).

Konica Minolta's digital monochrome MFPs "bizhub 423/363/283/223" won the Good Design Award Best 15. This year 3,136 products and services were submitted from many industries. Appraisal of the screening committee selected recipients of Good Design Awards. Amongst the Good Design Awards, only 15 entire are honored with the Good Design Award Best 15 for their superb excellency within the entire submissions. Winners of Good Design Award of Best 15 are also nominees of the Good Design Grand Award 2010, the greatest achievement of the year, which will be determined during the award ceremony scheduled on November 10, 2010.

■ **Good Design Award 2010 BEST15** - *Nominated for the Good Design Grand Award 2010*  
Digital monochrome MFPs “bizhub 423/363/283/223”

■ **Good Design Awards 2010**

Color MFP “bizhub C35”

Color Printers “bizhub C35P” “magicolor 4750DN/magicolor 4750EN”

Production Print System “bizhub PRESS C8000”

Production Print Systems “bizhub PRESS C7000/C7000P/C6000”

Spectrophotometer “CM-5”



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**<Good Design Award 2010 BEST15>- Nominated for the Good Design Grand Award 2010**  
**Digital monochrome MFPs “bizhub 423/363/283/223”**

### <Product Overview>

Succeeding the “concept of universal design” of Konica Minolta’s stylish black-body “bizhub” series, the bizhub 423/363/283/223 aim to enhance “accessibility” for optimized ease of use and “usability” for comfortable operation to everyone regardless of age, gender, body size or disability in as much the same way as possible. Additionally the award-winning bizhub 423 series provides advanced security and versatile functionality with features such as a large LCD panel and animation guidance. In order to respond to the current business needs, the digital monochrome MFPs offer color scanning capability which effectively increases productivity in the office. On top of that the bizhub 423 family strives to create a pleasant office environment through effective space-utilization, noise reduction and a sophisticated 360-degree design that looks clean from any angle.



bizhub 423/363/283/223

### <Comments from the screening committee of JIDPO >

This model is by no means an entirely new model, but we would like to give it high marks for being the culmination of an attitude toward the development of multifunction printers that has involved several years of efforts. For a long time, the series has employed a tilt-type operating panel, a user interface that has undergone remarkable progress, and other aspects of both the hardware and software that demonstrate an unceasing quest to achieve the ideal device. We approve of its policy of continuing to produce good products without eliminating factors that increase costs, and the hardware displays a well-balanced unique strength of design.





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< Good Design Award 2010 >

**Color MFP “bizhub C35”**

**Color Printers “bizhub C35P” “magicolor 4750DN/magicolor 4750EN”**

<Product Overview>

As A4 color MFPs and printers that meet various needs of office tasks, the award-winning bizhub C35/C35P inherit the design concepts of A3 “bizhub” series that provide comfort environment in office space. The magicolor 4750DN/magicolor 4750EN is compactly packed with positive features and functions that seamlessly fit for requirements of a small work group or an individual user. The moderate exterior design creates soothing atmosphere in the work place. All of these products make a significant impact on compactness for comfortable use at the desk side, low noise, excellent image quality and high productivity to be shared within a work group. Specifically, the bizhub C35 seeks to enhance operability and visibility through a tilt-type touch panel. Focusing on user communication as key factor, the bizhub C35 presents advanced functions through smart and pleasant design implementation.



bizhub C35P/C35



magicolor4750DN

<Comments from the screening committee of JIDPO >

A smart and pleasant design is achieved through user interface (UI) optimized for work flow, consideration to Universal Design and intuitive operation.



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### Production Print System “bizhub PRESS C8000”

#### <Product Overview>

The bizhub PRESS C8000 brings superior image quality that is nearly equal to offset prints and meets the stringent requirements of the digital print professionals by catering to rigorous high volume output demands in the printing industry. A metallic-blue independently shaped engine, in contrast to an exterior smooth line cover, expresses its presence as the top line model. Its self-standing touch-panel display adopts a simple GUI<sup>\*1</sup> design, making it easier to understand the functionalities and various other features at a glance. Furthermore the bizhub PRESS C8000 contributes to build on the competitive edge of businesses with increased stability in high-quality output and continuous printing along with enhanced media handling.



bizhub PRESS C8000

\*1 GUI: Graphical User Interface – an interface in which most operation is intuitive and easy to understand with the use of a number of graphic elements such as illustration and icons to display information for users

#### <Comments from the screening committee of JIDPO >

The simple and noise-free external appearance is achieved by making the projected engine part symbolic. The large self-standing touch-panel display that can be placed anywhere on the unit and the excellent GUI are easy to use. Overall the product is well designed with quality hardware and software systems.



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### Production Print Systems “bizhub PRESS C7000/C7000P/C6000”

#### <Product Overview>

The bizhub PRESS C7000/C7000P/C6000 fit the role as a core production print system, fulfilling all the requirements for digital light production printing field thereby working effectively to achieve better productivity. An intuitive, easy-to-understand touch panel operation system with a 15-inch monitor and GUI further contribute to reduce the stress level at the time of output. With environmental consideration, the resin parts are finished with no painting



bizhub PRESS C7000/C6000

for increased recyclability. Textured surface finishing on the outer parts presents sophisticated high quality like the metallic-blue coloring of the top-of-the-line bizhub PRESS C8000.

#### <Comments from the screening committee of JIDPO >

The substantial and delicate design, without fragility, is pleasant. Fine aesthetic consideration is given to the wide surfaces, details, coloring and exterior finishing. The interface is well-balanced between areas common with other bizhub PRESS models and areas unique to this model and expresses the designers' thoughts sincerely and straightforwardly.



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### Spectrophotometer "CM-5"

#### <Product Overview>

The new Spectrophotometer CM-5 was developed to support new product development, pursuit of safety and improved quality in various fields including foods, chemicals, pharmaceuticals and cosmetics based on the concept of "usability" with the aim of making it possible for anyone to use it comfortably and reliably. An additional feature was designed according to the principles of "color universal design (CUD)" with all screens and operation buttons distinguishable by color, shape and line type to enable people of all color perception types to use the CM-5 easily. The CM-5 obtained CUD certification by the Color Universal Design Organization<sup>\*2</sup> (CUDO) in Japan for the first time in the color-measurement field.



spectrophotometer "CM-5"

<sup>\*2</sup> Color Universal Design Organization is a Japanese NPO.

#### <Comments from the screening committee of JIDPO >

The CM-5 constructs the design framework based on easy-to-see display and easy-to-push angles of the controls. Ease of use and design features are excellently incorporated in the form, such as the measurement set position indicated as cylindrical stage which also works as a highlight of appearance design. By obtaining Color Universal Design certification with original UI (User Interface) display color setting that gives consideration to visibility for a variety of color perception types, the CM-5 raises expectation for the possibility for people of various color perception types to study colors.

Konica Minolta Group will continue to be an innovative corporation that continues to inspire customers in the field of imaging and a global corporation that leads the market by advanced technologies and reliability by providing essential products and services in the evolving digital and networking society.

•Some products may not be available in all areas.



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### < An overview of the Good Design Awards >

The Good Design Awards is a comprehensive program for the evaluation and encouragement of design organized by Japan Industrial Design Promotion Organization since 1998. Its parent organization is the Good Design Products Selection System, established in 1957 by the Ministry of International Trade and Industry (the current Ministry of Economy, Trade and Industry). Approximately 35,000 products have been selected in continuation with these efforts. This award activity is not merely a product fineness competition but an action to promote good design in our society thereby improving our quality of life and encouraging sound industrial development at the same time.

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