

# 2005 Award Winner



10<sup>th</sup> Annual Awards

*Most Cost-efficient Digital Imaging Product Line*

# Kyocera



**The BERTL's Best Award for Most Cost-efficient Digital Imaging Product Line is bestowed on a company that offers a wide range of economically-friendly, cost-saving products with the lowest potential running costs. The honor for 2005 goes to Kyocera for its range of printers and MFPs that utilize**

**Kyocera's patented, long-life amorphous silicon drum and/or its ECOSYS® technology.**

Kyocera's cost-efficient technologies span their entire range of products and have been consistently recognized by BERTL since their introduction. Kyocera's printer products all use ECOSYS®, technology pioneered by Kyocera and designed to deliver low-

cost printing while being environmentally-friendly. The basic principle is easy: if you don't have to throw something away to begin with, you don't have to pay to replace it with something new.

The ECOSYS® name is a combination of the words Ecology, Economy and System, and is an apt way to describe the main appeal of this technology. In a conventional toner system, replenishing toner supplies often means replacing a cartridge which incorporates several printer components.

For example, many toner cartridges also contain image drum units, which in general have a longer lifespan than the cartridge's toner supplies. Every time you run out of toner, you replace the entire cartridge — so, in effect, you are often throwing out an image drum that is still functional just because your toner supply ran low. This means that you have to buy a new image drum (with the price factored into the cost of your all-in-one cartridge unit) to replace an old one that still worked just fine.

Kyocera compares the all-in-one toner replacement system to a car that would require you to throw away the engine every time you need to refill the gas tank. With Kyocera's cartridge-free

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ECOSYS® technology, users are no longer subjected to high-cost, all-in-one cartridge replacements.

This cartridge-free ECOSYS® printer concept was designed as a means of reducing the user's "Total Cost of Ownership" (TCO) while improving the printer's environmental impact. Kyocera claims that its toner costs are one-third that of competing brands. The devices use toner which contains tiny ceramic particles that continually polish and recondition the image drum during printing. This results in a much longer number of prints than would be possible on a standard image drum/toner system.

Additionally, a lot of companies would like to have the capability to print in color, but are hesitant about the switch from monochrome-only output due to increased running costs associated with color. Kyocera's ECOSYS® printers squash these fears and make it possible for these companies to have the color they need at operating costs they can afford.

In addition to the ECOSYS® technology, Kyocera also incorporate cost-saving technology into its products in the form of its patented, long-life amorphous silicon drum (a combination of ceramic and metal) and developer units. Because this drum surface is second only to diamond in hardness, Kyocera guarantees their durable print drums and developers for three years from when the original drum was shipped (within the product) or the device's published yield, whichever comes first. Most other devices use an OPC drum, which



**Kyocera's amorphous silicon drum technology**

has a soft surface that normally has a much shorter lifespan.

Kyocera's long-life components result in much longer intervals between service visits, which not only saves money, but also reduces machine downtime. Kyocera products generally require less dealer intervention and dealers will especially appreciate the reduction in their service call rates.

To assist users, Kyocera provides a free total cost of ownership (TCO) Tracker. Analysis of savings are determined by calculating the cost of equipment, supplies and maintenance over the period of time provided by the user. The TCO Tracker along with

guaranteed drum life, are unheard of in the industry and are currently not offered by any other manufacturer.

BERTL has performed hands-on product evaluations of many of Kyocera's devices currently on the market, and we continue to be impressed by the cost-effectiveness of its technology.

Kyocera's cost-saving technology ensure minimized running costs, reduced service intervals, and increased reliability with the added benefit of reduced environmental impact. Kyocera continues to lead the industry in these areas.

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## Spotlight On Kyocera

Founded in Japan in April, 1959, Kyocera is a familiar name throughout the international business community. The company is continuously expanding and is currently represented in 160 countries. Kyocera acquired well-known copier company Mita in the 1990s and now does business as Kyocera Mita.

Kyocera's headquarters are in Kyoto, while Kyocera's main headquarters are based in Osaka, Japan. The company has more than 40,000 employees, split into various groups throughout the world. Kyocera's focus is on various hardware and software products and solutions. Kyocera has a wide reach across the

global market. Kyocera is mainly an office equipment specialist, interested in the development of copiers, multifunctional devices, printers, and fax products.

The company focuses on low- to mid-range volume areas of the business market. However, it has a sturdy, high-volume product range available as well.

Kyocera's concern for environmental issues is visible in the design of many of its machines. The company's ECOSYS® (Ecology, Economy, and System) printers have eliminated disposable print cartridges to reduce industrial waste.

To further build on its success, Kyocera is focusing on the development of software and network solutions that integrate with their hardware products. These measures will enable the company to provide a more comprehensive, consultative approach to assist its customers in getting more value from their document management processes.

Kyocera states that it remains dedicated to further developing their business and increasing the satisfaction of its customers.

## BERTL's Best

### Recognizing the Best in Digital Imaging Technology and Innovation

For the 10th consecutive year, BERTL, Inc. presents BERTL's Best: the best devices and software in the digital imaging marketplace.

BERTL's Best award winners are selected after rigorous analysis of the hundreds of digital imaging devices, software, and management utilities in the world-wide marketplace.

BERTL's analysts review current product lines and new product introductions to identify the select group of devices and software that stand apart from the others.

BERTL's Best covers the entire digital imaging and document management arena:

- Executive Office MFPs
- General Office Monochrome MFPs
- Back Office Production Devices
- Wide Format Devices
- Digital Duplicators
- General Office Color MFPs
- Back Office Production Color Devices
- Document Scanners
- Software and Utilities

Plus, BERTL's Best recognizes products for cost-efficiency and innovation.

While print or copy speeds are important, it is the feature set, functionality, performance, and overall business process value that are the key considerations in judging which product is "BERTL's Best." The important question: "How well does this product work in a real-world business setting?"

BERTL combines its wide-ranging knowledge of the competitive landscape and contact with buyers about their product and supplier experiences to identify worthy products. BERTL analyzes network management utilities, concurrency and contention, print and copy productivity, image quality, return on investment, competitive advantage, accessibility, design and build quality, standard functions, modularity of design and upgrade path, installation, and more.

BERTL is 100 percent independent. It receives no funding from the industry and all product evaluations and reports are published at BERTL's own expense for its subscribers.

BERTL publishes the world's largest library of business competitive intelligence for the digital imaging market at [www.BERTL.com](http://www.BERTL.com)