



Providing optimal print solutions that innovate printing operation

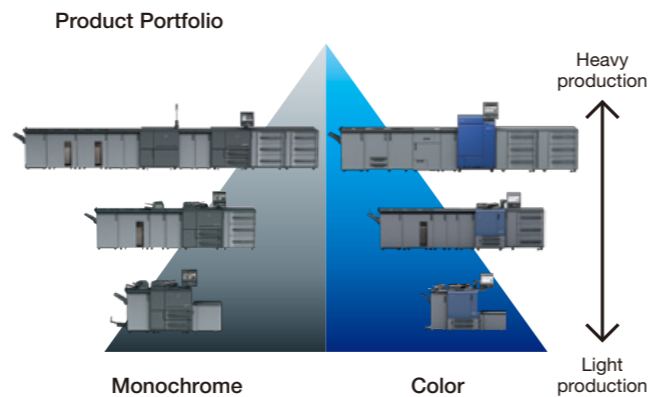
Along with the growing need for collaboration with digital media creators and diversification in corporate printouts, digital printing systems capable of small-lot and variable data printing have become more widely available. Konica Minolta supports the optimization of printing operations by offering a variety of printing systems and services, in addition to light to mid production printing that hold the top share of the global market.



Digital Printing Systems

Meeting varying needs and goals with a diverse product lineup

Today, commercial printing around the world is making the transition from analog to digital. This is because of technological advances that have made quality and reliability of digital printing almost as good as analog printing and enhanced the reproducibility of subtle colors by digital printers. Backed by our cutting-edge core technologies, Konica Minolta has enabled faster, more beautiful and more reliable digital printing. We offer a wide-ranging lineup of monochrome and color devices to provide optimum digital printing solutions to meet our customers' varying needs and goals, taking into account their requirements in terms of quality, productivity, paper type, and post-processing functions.



Print Outsourcing Service

Offering the best in print and output services to businesses

In recent years, corporations have placed great importance on streamlining and optimizing the printing of documents such as conference materials, forms, business cards, and direct mailings, while also focusing on efficiency, cost reduction and environmentally-friendly practices. Besides offering high-speed, high-quality digital printing equipment for use by corporate in-house printing operations, Konica Minolta also provides on-demand output services through our group companies, Kinko's Japan Co., Ltd. and Kinko's Korea Ltd. By proposing an optimal combination of in-house and outsourced printing, we help our customers find ideal solutions for streamlining their print and output operations.

Marketing Print Management Service

Optimizing corporate marketing promotions

In Europe and other parts of the world, demand has been growing for comprehensive service that offers print and output solutions optimized for marketing departments. This service covers the entire process of marketing promotions from production and orders to the final stage of delivery of promotional material. Konica Minolta has introduced its Marketing Print Management (MPM) worldwide that specializes in marketing promotions and leverages the know-how of Charterhouse PM Ltd. in the UK and Ergo Asia Pty Ltd. in Australia, our group companies with a proven track record in this area. Through this service, we provide total support from the design of promotional material to the enhancement of business processes and cost reduction to bring our customers the highest return on their investment.

Optimizing in-house printing with Konica Minolta's printing solutions

Case 1 Maximizing publicity for a car manufacturer

Mission

To enhance production efficiency of promotional material

The key to success in the sale of consumer products is promotional material such as brochures, direct mailings, and point-of-purchase ads. However, if each department produces these separately, then the amount of labor and cost required for production and printing can be enormous and make it difficult to even calculate the return on investment.

This was the case for one car manufacturer—it was looking for ways to streamline the production and printing of promotional material so that its marketing staff could focus on market analysis and strategy development.



Solution

Working with our customer to identify problems like duplication and find solutions

Konica Minolta's group company, Charterhouse PM Ltd., proposed our Marketing Print Management (MPM) as a solution for our customer, the car manufacturer.

First, Charterhouse's staff members with expertise in producing promotional material conducted in-depth interviews with employees in each department. After learning about the quantity and types of material produced across the company, they made the production process visible. As a result, they found that different business units were producing similar brochures and that some photographs that had been taken separately could have been shared. In addition to this duplication, some fundamental problems were identified, such as the lack of consistency among material promoting the same products, and the over-investment of man-hours to achieve the standards of quality.

Based on these findings, Charterhouse assigned its staff members with specialized know-how to the marketing department to eliminate duplication and provide centralized management of the production of promotional material. It also leveraged its extensive networks with printing companies and content creators to select the companies most suited for the production of particular kinds of promotional material; in this way, our customer was able to improve the quality of their promotional material and reduce production costs, while maximizing the return on investment.

Case 2 Helping advertising agencies create more eye-catching presentational materials

Mission

To create a print environment leading to the production of attention-grabbing material

For advertising agencies, the ability to create attention-grabbing materials for their clients is vital. They need to be able to produce eye-catching high-resolution color prints and use interesting bindings for their printed materials so that their clients can easily grasp the advertising concepts. For projects that require a variety of small-batch materials, the printing process alone can be complex and time-consuming. Making time for reprinting is often impossible when last minute modifications or changes of scenario have to be made.



Solution

Offering on-demand print services as needed

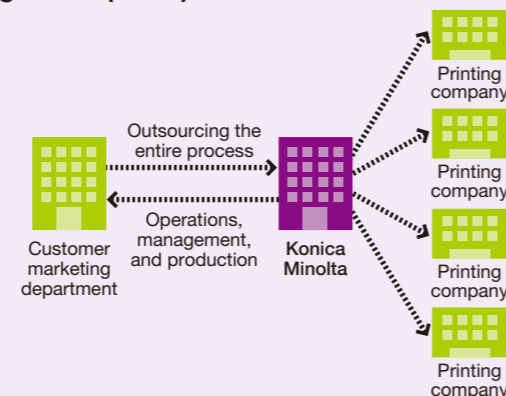
To cater to the needs of advertising agencies, Konica Minolta's group company, Kinko's Japan Co., Ltd. offers On Demand Print (ODP), a service for producing prints in the most appropriate ways for post processing and binding, in required quantities as necessary—any time, any place.

Kinko's is ready to provide printing services finely-tuned to individual customer needs with their nationwide network of stores, online ordering system, and teams of dedicated sales personnel. Customers just need to send their data to Kinko's and describe the finishing formats they want. Then they receive the highest quality prints without no extra time and effort. For example, by sending the data to Kinko's at midnight, the customer can receive printed copies at one of the Kinko's stores the next morning. All Kinko's stores are equipped with high-speed color printers capable of producing beautiful prints from photographs and computer graphics on papers of various thicknesses and textures. Therefore, Kinko's can meet customer needs for printed materials with various specifications in any quantity starting with a single print.

Through ODP, we bring attention-grabbing presentation material to our customers on time with no extra time and effort.

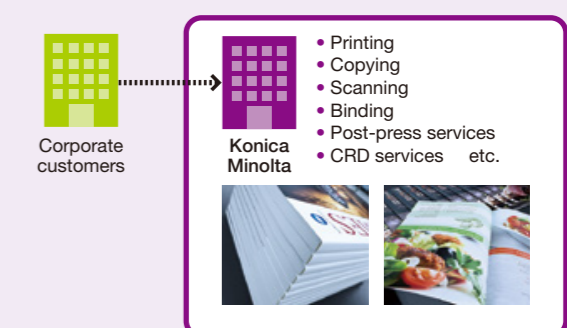
Supporting marketing with Marketing Print Management (MPM)

Konica Minolta's Marketing Print Management (MPM) is designed to maximize marketing effectiveness by undertaking the entire process of planning, production and management of promotional materials for our customers' marketing departments. Experienced staff assigned to those departments advise on how to improve the print ordering process, make recommendations on the use of digital media, and propose other solutions that help customers reduce cost and improve work efficiency, thus optimizing the effectiveness of sales promotions. Leveraging the know-how we have developed as a leading manufacturer of output equipment, we also help printing companies enhance the quality of prints and increase their productivity by making suggestions on how to improve their work processes and offering high-performance equipment.



Offering optimal print solutions for a wide-range of customer needs with On Demand Print (ODP)

Konica Minolta offers On Demand Print (ODP) to meet the outsourcing needs of corporate customers. The service ranges from printing on paper of various sizes and types, and applying the final finish and processing, to design and layout, catering to a variety of uses for the printouts. We also cater to the need for the printing of confidential materials and large-volume jobs. In addition, we can station our coordinators at our corporate customers who have in-house print centers to support the operation and management of those centers.



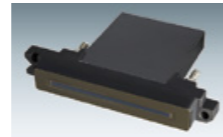
Pursuing new innovations to widen the possibilities of inkjet technology

Taking advantage of advanced inkjet technology, Konica Minolta has developed inkjet printheads, printers, and even inks to meet market demand for higher speed, higher image quality and printers with lower power consumption. We will continue to pursue technological innovations to widen the range of applications for industrial inkjet technology.



Enabling efficient printing on large signboards

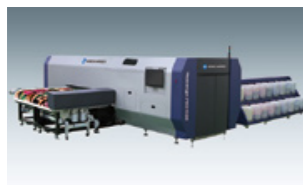
In China and other countries undergoing strong economic development, there is a growing demand for large-format inkjet printers to create signs and outdoor displays. This large-format printing requires both consistent image quality and efficiency, which Konica Minolta has achieved with state-of-the-art innovations. One such innovation was the development of our inkjet printheads which employ high-density nozzles to produce high-resolution images and an expanded printing width to boost productivity and help reduce the amount of electricity used. Having established a solid reputation for outstanding functions and quality, Konica Minolta has secured the top market share.



Inkjet printhead KM 1024

Printing beautiful, high-definition designs on textiles

In recent years there has been an increased use of digital printing in the textile industry in response to market trends for high-mix, low-volume production. The sophisticated inkjet technology incorporated into Konica Minolta's Nassenger series of textile printers allows reproduction of smooth gradations and subtle shades and its speed is the fastest in the industry. The Nassenger series of textile printers has won worldwide acclaim due to its ability to help reduce energy and water consumption and decrease waste.



Nassenger PRO1000



Printing precision circuitry on printed circuit boards

Because inkjet printheads are non-contact and enable high-speed, precise printing, there are growing expectations for the use of inkjet printers in laying out electronic circuits, creating color filters for LCD panels, applying photoresist layers to solar cells, and other applications in the field of electronics. Konica Minolta is continuing to develop inkjet printheads that can be used with a variety of inks and chemicals to help to boost production efficiency in the electronics industry.

Topic 1

Strengthening service in digital printing through partnership with the French company, MGI

With acceleration in the spread of digital printing among industrial users, demand has been growing for printing on media other than paper, such as plastic sheets, and for post-processing services that add value to printed materials. To better address these emerging needs, Konica Minolta has entered into a strategic alliance with MGI Digital Graphic Technology (MGI) to strengthen R&D and sales. MGI is a French printer manufacturer with strong marketing capabilities and unique technological competence in the digital print market. We are combining our strengths to further increase our presence in the growth areas of digital post-processing services and industrial printing in which MGI has the competitive advantage.



Topic 2

Developing the KM-1 inkjet press to meet the needs of professionals

While digital printing has become widespread, demand has been growing for a high-performance and high-quality digital printing system which can print on larger media with enhanced productivity. To satisfy the needs of these professionals, Konica Minolta has developed KM-1, a consistently reliable inkjet press capable of producing high-quality images. The inkjet technology of Konica Minolta combined with the paper feeding technology of Komori Corporation has enabled the production of high quality images which are almost comparable to those made by offset printing on various types of paper, including coated paper, non-coated paper and art paper. Inkjet printing does not require a printing plate or film, which means more efficient printing of different kinds of variable data.



KM-1