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BLI HONORS FALL 2005 "PICKS OF THE YEAR"

KONICA MINOLTA magicolor 5450

*Outstanding Mid-Size Workgroup
Color Printer, Fall 2005*

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The KONICA MINOLTA magicolor 5450's excellent performance in BLI's two-month evaluation, combined with its aggressive pricing, has earned it a Fall 2005 "Pick of the Year" award for "Outstanding Mid-Size Workgroup Color Printer." Delivering flawless reliability, the KONICA MINOLTA magicolor 5450 completed a 30,000-impression test without experiencing a single malfunction or misfeed. Supporting up to legal-size output, the magicolor 5450 also provides very good image quality.

Colors in charts and graphs were vibrant and eye catching; photographic images were good overall, with realistic-looking colors; and black output was also very good, with well-defined and clearly readable text and crisp and cleanly formed lines. Using four-drum, single-pass technology to output at a rated speed of 27 ppm in black and color, the KONICA MINOLTA magicolor 5450 also offers overall monochrome and color print efficiency from both print drivers that is competitive to well above average in both simplex and duplex modes when compared with those of tested models in this class. First-print times are also competitive to better than average.

Offering excellent ease of setup, the KONICA MINOLTA magicolor 5450 is packaged with the consumables pre-installed. Setup is as simple as connecting the printer, inserting the CD-ROM into the computer's CD drive, which automatically creates the port and installs the drivers and will have users up and running in minutes. The KONICA MINOLTA status utility, which is automatically installed when the driver is installed, can be used to configure pop-up messages or icon alerts to notify users of errors and warnings



and can be proactively accessed by the user to check device and print job status.

"The magicolor 5450 is very easy to use to select print job settings, thanks to the very graphical print drivers that are nearly identical in appearance," said Senior Printer Analyst Marlene Orr. "Not only that, but maintaining the device is simple as well; replacing the print cartridges is nearly mistake-proof; the color-coded cartridges easily slide in and out of the front of the machine. The fully-encased cartridges are very clean and if the cartridges are not properly

installed, the front cover won't close, letting users know the cartridge needs to be pushed further into the device."

With an estimated street price of \$1,499, the magicolor 5450 is one of the lowest priced units in this class and while its supplies cost per page for color is competitive, its supplies cost per page for black output is 33.74 percent lower than the average. A winning choice for mid-size workgroups, the KONICA MINOLTA magicolor 5450 is highly recommended by BLI for monthly print volumes of up to 12,000 impressions.

ABOUT BLI'S PICKS OF THE YEAR

Twice a year with its "Pick of the Year" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended monthly volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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