



## 2006 Pick of the Year

*Outstanding Small Workgroup Color Multifunction Printer, Spring 2006*



### KONICA MINOLTA magicolor 2480MF



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An ideal choice for users looking to consolidate print, copy, PC fax and scan functions into a single desktop unit, the KONICA MINOLTA magicolor 2480MF provided an admirable performance in BLI's tests and has earned a Spring 2006 BLI "Pick of the Year" award for "Outstanding Small Workgroup Color Multifunction Printer." Delivering strong reliability, remarkable output quality and excellent ease of use in a compact design, the magicolor 2480MF completed its 17,500-impression durability test without requiring any service or experiencing a single misfeed.

Paul DePaolo, senior test engineer for BLI, noted, "The magicolor 2480MF produces high-quality color output without a high price tag. This device is also very user friendly—it features pre-installed supplies and auto-run installation software, so setup takes only a few minutes. The front access design and Rotate Carousel button allow for simple replacement of supplies. And the standard PictBridge Camera direct print port is a really nice feature that allows the user to print from a digital camera without a PC."

"With a low acquisition cost and the lowest cost per page of comparable models tested, the KONICA MINOLTA magicolor 2480MF is an excellent value," said BLI Senior Printer Analyst Marlene Orr. "Though it is a recent entry to the desktop color laser multifunction printer market, the magicolor 2480MF offers a combination of value, ease of use and output quality not seen in other models tested to date."

Orr noted that with an estimated street price of \$699, the magicolor 2480MF is tied with one other model for the lowest-priced desktop color laser multifunction printer.

Using multi-pass technology involving a single imaging drum and four toner cartridges on a carousel, the magicolor 2480MF outputs in color at speeds of up to 5 ppm and in black at speeds of up to 20 ppm. Prints and copies produced by the magicolor 2480MF were judged to be very good overall, with vibrant colors in charts and graphs and realistic colors and natural-looking skintones in photographic output. BLI technicians were also impressed with the excellent consistency of the

unit's color output, citing no noticeable change in color photographic images from the beginning to the end of the test period. Black output was also impressive, with crisp, cleanly formed characters and no toner spray visible.

"It is a great honor to receive Buyers Laboratory's Spring 2006 'Pick of the Year' award for the magicolor 2480MF," commented Stephen Fletcher, president and COO of KONICA MINOLTA Printing Solutions USA, Inc. "Although the magicolor 2480MF is our first color laser all-in-one, it is built upon a legacy of innovative color laser and multifunction technology. This distinguished award proves that we have successfully merged these technologies to provide our customers with a reliable, high-quality desktop color laser solution for all of their essential business functions."

An exceptional choice for small workgroups, the magicolor 2480MF is highly recommended by BLI for monthly print volumes of up to 4,000 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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