

## Business Technologies

**H**igh growth in sales, supported by expanding sales of color MFPs for general offices and high-speed MFPs for production printing, resulted in a higher operating income ratio.

For the fiscal year ended March 2007, Konica Minolta worked to expand its business base in color MFPs for general offices where high growth is expected, and in the production printing area targeting customers with large printing volume.

In color MFPs which are seeing growing demand in major regions such as Japan, the U.S., and Europe, the emphasis was on expanding our product lineup of medium- and high-speed models. We further strengthened our product lineup by introducing four new models, *bizhub C300*, *bizhub C352*, *bizhub C252*, and *bizhub C550*, in the general office segment where market growth continues. Customers highly value these new products for their abundant network functionality that is compatible with networked office environments, the latest security functions, high print picture quality that is based on Konica Minolta's proprietary polymerized toner with fine, uniformly sized particles, advanced imaging technology, the use of tandem engines for high speed output, and high cost performance. As a result, sales recorded strong growth centering on the European markets.

Consequently, the high unit growth of color MFP sales exceeded unit growth for the market as a whole. In addition, the Group's general office-use A3 paper-adoptable tandem-type color MFPs established a market position within the top group in the priority markets of Europe and the U.S..



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## **bizhub**

The color MFP *bizhub C550* is suitable for the networked office environment



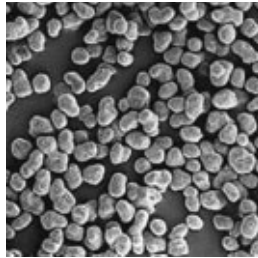
## **bizhub PRO**

The high-speed color MFP *bizhubPRO C5500* expands the potential of the production printing business



**magicolor** 

A4 high-speed tandem type  
color LBP *magicolor5570*



Independently developed  
polymerized toner

High picture quality  
achieved through its smaller  
particles and uniform shape

As we continued to respond to persistent demand for monochrome MFPs in the U.S., Asia and other regions, unit growth was also recorded for monochrome MFPs. In the production printing business segment, we introduced two high speed MFPs (*bizhubPRO C6500* and *bizhubPRO 1050e*) and strengthened our product lineup, where high growth is expected from the internal printing divisions of large companies and major franchise copy shops. In the U.S., which is our largest market for these products, we strengthened our marketing network by expanding our direct sales organization and promoting business tie-ups with major dealers, which also resulted in growth of unit sales.

In the LBP business, we promoted a qualitative change in marketing policies to place even more emphasis on profitability. During the year, we worked to shift our marketing emphasis from the SOHO customer base heretofore to high volume general corporate users and to tandem color LBPs in the medium- to high-speed segment. In addition, we emphasized sales of high value-added products with integrated print, copy, scan and facsimile functions. In the fiscal year under review, a new *magicolor5550* series LBP was announced and marketed.

As a result of the above, consolidated net sales for the Business Technology business in the fiscal year ended March 2007 were ¥658.7 billion, while operating income was ¥80.0 billion.