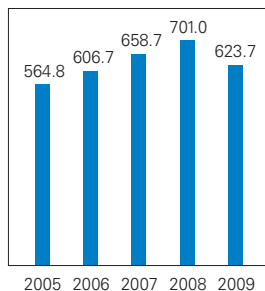
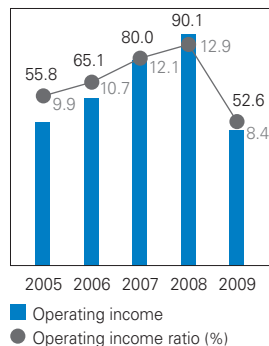


**Net Sales**  
(Billions of Yen)



**Operating Income and Operating Income Ratio**  
(Billions of Yen)



▶ All in one printer  
magicolor 4690MF

# Business Technologies



▶ Color MFP for general office bizhub C200

▶ New model of production printing bizhub PRO C65hc that employs High Chroma Toner



## Overview

In keeping with the basic policies of our genre-top strategy, we have focused on raising sales of our core range of color MFPs and production printing models with particularly strong demand potential. In April 2008, in production printing, we concluded an alliance with Océ of the Netherlands that centers on the joint supply of existing products as well as the development of future products, in order to accelerate our genre-top strategy. We also acquired DOIC to boost marketing of office MFPs in the United States.

In FY March 2009, we enhanced the competitiveness of our general office color MFPs in the middle-to-low speed range by launching the *bizhub C200*, a strategic model that outputs 20 color pages per minute. We increased unit sales of color MFPs. This achievement owed to concerted efforts in Europe, where our sales operations are particularly strong, and contributions from Asian and other emerging markets, where demand potential is high.

We strove to raise sales of production printing models by launching new color models while reinforcing our monochrome lineup. New high-speed color machines included the *bizhub PRO C5501* and the *bizhub PRO C6501*, which dramatically improve image quality and durability. Another was the *bizhub PRO C65hc*, the first in the industry to employ our proprietary High Chroma Toner. We augmented our lineup of the high-speed monochrome models with three models resulting from our alliance with Océ. These systems can output 160 to 250 double-sided pages per minute.

In the laser printer segment, we focused on raising sales for general offices, where we anticipate growth in output volume. We introduced several high-value-added color MFPs that proved very popular and increased overall unit sales of color laser printers.

MFP sales slowed from the third quarter, as companies constrained investments and experienced credit crunches amid a global recession that began in the second half of the year. Sales also suffered from the yen's surge.

Business Technologies sales thus declined 11.0% in FY March 2009, to ¥623.7 billion. Operating income fell 41.7%, to ¥52.6 billion, reflecting a unit sales downturn from the third quarter and lower margins because of the stronger yen.

## Outlook

In color MFPs for general offices, we will pursue stable growth and profitability by augmenting our lineup to enhance competitiveness, strengthening marketing, and slashing costs.

In the growth field of production printing, we are expanding from low- into medium- and high-volume printing. We also plan to extend our offerings into the areas of printing in the corporations' central reprographic departments as well as commercial printing. We will step up our genre-top strategy in all aspects of our Business Technologies business.