Top Reliability –
10 years and counting

"Our research has consistently shown that the number one buying criteria for customers is product reliability. In the past **ten years,** Kyocera MFPs have been ranked as the most reliable brand more than all other brands combined."

—— Industry Analysts, Inc.
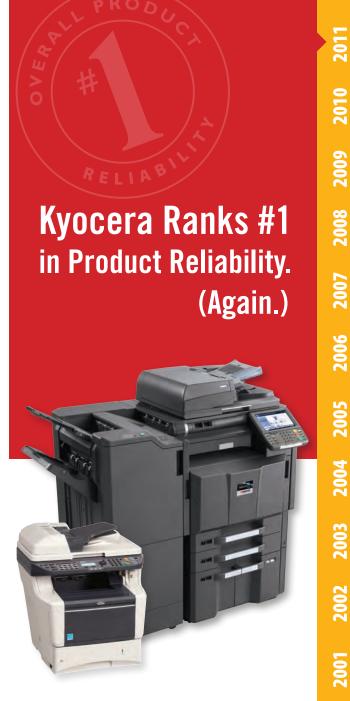
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OVERALL PRODUCT #1 RELIABILITY

Kyocera Ranks #1
in Product Reliability.
(Again.)

2011 2010 2009 2008 2007 2006 2005 2004 2003 2002 2001 2000

KYOCERA

#1 We Value Reliability.
Turns out, so do you.

Industry Analysts 2011 | OPA Multifunctional Product Reliability Study

Products	UNIVERSE	CANON	KONICA/ MINOLTA	KYOCERA	RICOH FAMILY GROUP	SHARP	TOSHIBA
Network Compatibility	8.72	8.77	8.33	9.00	8.33	8.80	8.78
Scanning Reliability	8.60	8.59	8.17	9.67	8.44	8.20	8.30
Ease Of Connectivity	8.59	8.65	8.33	9.17	8.22	8.80	8.40
Ease Of Installation	8.58	8.59	8.17	9.17	8.33	8.80	8.40
Fax Reliability	8.56	8.50	8.83	8.67	8.36	8.40	8.55
Printer Reliability	8.56	8.59	8.67	9.00	8.33	8.80	8.17
Copier Reliability	8.55	8.50	8.67	9.33	8.22	8.60	8.15
Image Quality For Copies	8.50	8.59	8.33	9.17	8.22	8.80	8.10
Overall Product Reliability	8.49	8.50	8.50	9.00	8.11	8.60	8.25
Image Quality For Prints	8.43	8.55	8.33	9.17	7.89	8.60	8.20
Ease of Operator Maintenance	8.41	8.41	8.17	8.83	8.06	8.40	8.40
Function Contention	8.38	8.50	8.17	8.83	8.22	8.20	8.10
General Ease Of Maintenance	8.30	8.23	8.00	9.00	8.00	8.80	7.90
General Application Compatibility	8.28	8.41	7.67	9.17	8.33	7.40	8.10
Cost Of Service	8.05	8.23	8.33	8.83	7.67	8.20	7.30
AVERAGE	**8.47**	**8.51**	**8.31**	**9.07**	**8.18**	**8.49**	**8.21**
Service Support							
Availability Of Controller/Software Upgrades	8.73	8.64	8.67	9.17	8.67	8.80	8.50
Effectiveness Of Internet Support	8.64	8.55	9.00	9.00	8.67	8.50	8.11
Effectiveness Of Controller/Software Upgrades	8.63	8.55	8.83	9.17	8.56	8.00	8.50
Availability Of A Manufacturer's Troubleshooter In The Field	8.57	8.18	8.67	8.67	8.83	8.00	8.70
Effectiveness Of General Service Communications	8.56	8.73	8.50	9.17	8.56	8.00	8.20
Availability Of Basic Service Training Program	8.53	8.60	8.50	9.00	8.50	7.80	8.50
Effectiveness Of Basic Service Training Program	8.49	8.73	8.00	8.83	8.44	7.80	8.50
Effectiveness Of Advanced Product Training Program	8.46	8.36	8.60	8.83	8.33	7.80	8.50
Availability Of Remote Diagnostics	8.40	8.09	8.60	8.83	8.22	8.00	8.56
Effectiveness Of Engineering Support	8.38	8.45	8.00	9.17	8.25	8.00	8.10
Effectiveness Of Software Support	8.37	8.00	8.50	8.83	8.63	6.75	8.67
Effectiveness Of Service Hotline	8.33	8.27	8.33	8.67	8.56	6.75	8.40
Retrofit Announcements	8.33	8.27	8.00	9.33	8.33	7.80	8.10
AVERAGE	**8.49**	**8.42**	**8.48**	**8.97**	**8.50**	**7.85**	**8.41**
Product Reliability							
Ongoing Product Reliability	8.42	8.36	8.17	9.00	8.39	8.20	8.30
Ongoing Product Reliability	8.32	8.36	8.50	9.00	8.39	8.00	7.70
Product Reliability When First Introduced	8.30	8.18	8.17	9.00	8.31	8.20	8.00
Retrofit Reliability	8.22	8.00	7.67	8.83	8.39	8.20	8.10
Product Service Profitability	7.98	8.00	7.83	9.00	8.22	7.60	7.11
AVERAGE	**8.25**	**8.18**	**8.07**	**8.97**	**8.34**	**8.04**	**7.84**
Inventory							
Accuracy Of Orders	8.73	8.91	8.67	9.17	8.56	8.80	8.30
Order Processing	8.65	8.73	8.33	8.67	8.44	9.00	8.60
Product Availability	8.61	8.45	8.17	9.17	8.44	8.80	8.60
Availability Of Supplies	8.59	9.00	8.50	8.83	8.56	8.80	7.80
Parts Delivery Time	8.53	8.82	8.33	8.67	8.44	8.80	8.00
Parts Availability	8.51	8.64	8.50	8.33	8.67	8.60	8.10
AVERAGE	**8.60**	**8.76**	**8.42**	**8.81**	**8.52**	**8.80**	**8.23**
OVERALL AVERAGE	**8.47**	**8.47**	**8.35**	**8.98**	**8.36**	**8.27**	**8.23**

To view the full report visit: www.industryanalysts.com

We're Extremely Honored. Here's Why.

Once again, Kyocera is proud to be named the Most Reliable Monochrome Multifunctional Product (MFP) line by Office Products Analyst, a publication of Industry Analysts, Inc. Their recent survey of dealer service managers awarded the top spot to Kyocera, naming them **#1 in Product Reliability** more than any other manufacturer in the past decade.

Here's how it works:

- **Interviews.** Office Products Analyst polled 139 dealerships nationwide, asking them to rank several well-known lines of MFPs, more than 30,000 models.

- **Why dealer service managers?** Because they're the experts, servicing a wide variety of MFPs on a daily basis, developing a comprehensive firsthand knowledge of how these brands compare with regard to quality, cost, and of course… reliability.

- **Categories:** Frequency of Service Calls; Image Quality; Operating and Functionality; Maintenance; Total Cost of Service; Inventory.

The results speak for themselves. Kyocera is #1… again.

KYOCERA

Certificate of Recognition
PRESENTED TO KYOCERA
Rated #1
2011