

New SME Printer Boosts Kyocera Mita Position as Leading Supplier of Document Solutions

Fastest processor, longest warranty & lowest TCO in its class

Kyocera Mita Australia/New Zealand, the leading document management solutions company, has announced the FS-1010 entry-level SME laser printer, which boasts the fastest processor and the longest warranty in its class: a three-year return-to-base.

The FS-1010 is the latest in the line of award-winning, environmentally-friendly ECOSYS printers, which are renowned for delivering the lowest cost of ownership.

The company also unveiled two new multi-function devices (see separate release.)

The product launches come on the back of Kyocera Mita's 67% local growth over the past year, which has brought the company to number two position in the overall Australian laser printer market (source: IDC February 2001) making it one of the fastest growing laser printer brands in the market.

According to David Finn, Managing Director, Kyocera Mita, "We are experiencing strong local growth and this can be attributed to the strong support and loyalty of our channel partners, and to increased recognition that our Ecosys range of printers deliver a lower Total Cost of Ownership, and lead the charge in environmental efforts by eliminating disposable ink cartridges from printer design."

FS-1010: An entry level print solution

With two and a half times the processing speed than its predecessor, up to 200MHz, coupled with a 3-year return to base warranty, the FS-1010 is an attractive option for SMEs looking to make entry level investment in office infrastructure.

Key features include:

- 14 page per minute print speed with first page printed in under 12 seconds - quickest in its class.

- USB and parallel port connectivity standard

- Toner life is 6,000 pages at 5% A4 coverage

- 600x600 dpi resolution for high-quality printing

- 16mb of standard memory (upgradeable to 144mb)

- Lowest cost per page - 2.2 cents (inc. GST)

As part of Kyocera Mita's renowned ECOSYS range, the FS-1010 is also an environmentally-friendly option. Kyocera Mita's unique design innovations are based on Cartridge-Free Printing Technology whereby the cartridge components have been separated, so components are replaced only when necessary. As well as making Kyocera Mita products the green choice, this also significantly reduces their total cost of ownership.

About Kyocera Mita Corporation

Established in 1959 and listed on the US stock exchange, the Kyocera Corporation group of companies has turnover in excess of 12 billion US dollars and is headquartered in Kyoto, Japan. With the Asia Pacific regional head office in Sydney and branch offices in Brisbane, Melbourne, Perth, Adelaide and Auckland, Kyocera Mita is one of the world's leading manufacturers and distributors of document imaging solutions.

Kyocera Mita is a company that is committed to the environment, offering digital copiers, networkable laser printers, wide format copier/printers and multifunction imaging solutions. Using innovative technology & product design, it produces products that offer a lower Total Cost of Ownership/ Total Cost of Service whilst reducing waste and pollution. For more information, visit