



## 2006 Pick of the Year

*Outstanding MFP Security Solution, Fall 2006*

### Konica Minolta Hard Drive Overwrite Function with Optional Encryption



Konica Minolta Business Solutions  
U.S.A., Inc.  
100 Williams Drive  
Ramsey, NJ 07446  
800-256-6422  
[www.kmbs.konicaminolta.us](http://www.kmbs.konicaminolta.us)

Konica Minolta's Hard Drive Overwrite Function with optional encryption has won a BLI Fall 2006 "Pick" for "Outstanding MFP Security Solution for the exceptional value it offers." "This security solution stands out from the competition for several reasons," said BLI Associate Editor Tracie Hines. First, instead of offering hard disk drive overwrite capability as an option, Konica Minolta has embedded that function (and almost all of its security features) into the firmware itself, making security a seamless operation that requires almost no effort on the part of the typical user. Because bizhub OP devices now feature standard hard drive overwrite/sanitizing capabilities, the only security function offered by Konica Minolta as an option for bizhub OP products is hard drive encryption. Hard drive overwrite capability is generally offered as an option that costs anywhere from \$400 to \$995. Because Konica Minolta offers this function standard, buyers can add the encryption option for only \$450. "This means that Konica Minolta customers can get both hard drive overwrite and encryption for a price that is lower than that of not only the few security kits that offer both capabilities, but also lower than some that offer only hard drive overwrite," said Hines.

Another contributing factor in selecting the Konica Minolta security solution as a 2006 "Pick" is the fact that the hard disk drive overwrite function is seamless and automatic, working in the background so quickly that BLI technicians could not even time how long it took to complete an overwrite. Users have full access to all the bizhub OP's functionality (control panel, etc.) while the overwrite is occurring, meaning there is no downtime required and no wait time between one job being overwritten and another being processed.

"Konica Minolta's system offers superior ease of setup and use as compared to some competitive systems," said Hines. "When taking into account its excellent value and high level of functionality, the Konica Minolta security solution is clearly among the best in the marketplace."

"Data Security is a key consideration for all businesses, and as such KONICA MINOLTA has invested heavily in research and development in this area," said Kevin P. Kern, vice president of product planning and development for Konica Minolta Business Solutions U.S.A., Inc. "With legislative initiatives like HIPAA and Sarbanes-Oxley, combined with the recent highly publicized cases of data

security breaches, we believe that the requirements for end-to-end document security will continue to increase. By certifying the entire system architecture of our products to ISO 15408 Common Criteria EAL level 3, and offering extended hard drive overwrite capabilities along with our optional Hard Drive encryption, we believe our bizhub and bizhub PRO line of products are well-suited to be an integral part of our customers' document security protocol."

Kern added, "It's a great honor that our Hard Drive Overwrite Function with Optional Encryption has been selected as a "Pick of the Year" by the expert team at BLI. Our corporate focus is on the bizhub customer experience; therefore, it is very gratifying to be recognized by BLI, a leading business consumer advocate."

## 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.

Buyers Laboratory Inc. ■ 20 Railroad Avenue ■ Hackensack, NJ 07601 ■ USA ■ (201) 488-0404

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