



Press Release

J.D. Power Asia Pacific Reports: Aurora Ranks Highest in Customer Satisfaction With Copiers and Multifunction Products in China

TOKYO: 22 January 2009 – Aurora ranks highest in satisfying customers with copiers and multifunction products in three major cities in China, according to the J.D. Power Asia Pacific 2008 China Copier/Multifunction Product Customer Satisfaction Study.SM

Now in its eighth year, the study evaluates customer satisfaction with office copiers and multifunction products at offices with 30 employees or more in the three major cities in China—Beijing, Shanghai and Guangzhou. Three factors are examined to determine overall customer satisfaction in copiers and multifunction products. In order of importance, they are maintenance service (60%); sales (21%); and product (19%).

Aurora achieves a score of 776 on a 1,000-point scale and performs particularly well in all three factors. Also ranking above the industry average are Kyocera Mita, Fuji Xerox, Konica Minolta and Toshiba, respectively.

“In particular, Aurora performs well in terms of their service personnel qualities, such as the promptness with which service personnel respond to an inquiry and the overall responsiveness and positive attitude of the service person,” said Yasunari Takahama, project manager at J.D. Power Asia Pacific, Tokyo.

The study finds that, among offices in China that report owning copiers and multifunction machines, the percentage that own black-and-white multifunction products has increased steadily from only 7 percent in 2001 to 70 percent in 2008. In contrast, ownership rates for color copiers and multifunction products have increased only slightly since 200,1 and only 4 percent of offices in 2008 report owning a color copier or multifunction product.

“The market penetration in China for black-and-white multifunction products is expected to continue to increase,” said Takahama. “More than one-half of copiers and multifunction products that need replacement are being replaced with black-and-white multifunction products.”

According to the 2008 Japan Copier/Multifunction Product Customer Satisfaction Study, more than 60 percent of offices in Japan own color multifunction products, while 52 percent of offices report owning black-and-white multifunction products. In contrast, 70 percent of offices in China own black-and-white copiers and multifunction products. In addition, more than 60 percent of offices in China report owning a single-function color printer, indicating that these offices achieve color output primarily through the use of color printers rather than through multifunction products. In contrast, offices in Japan are more likely to use both color copiers and color laser printers to obtain color output.

The 2008 China Copier/Multifunction Product Customer Satisfaction Study is based on responses from 2,139 offices. The study was fielded between June and August 2008.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com.

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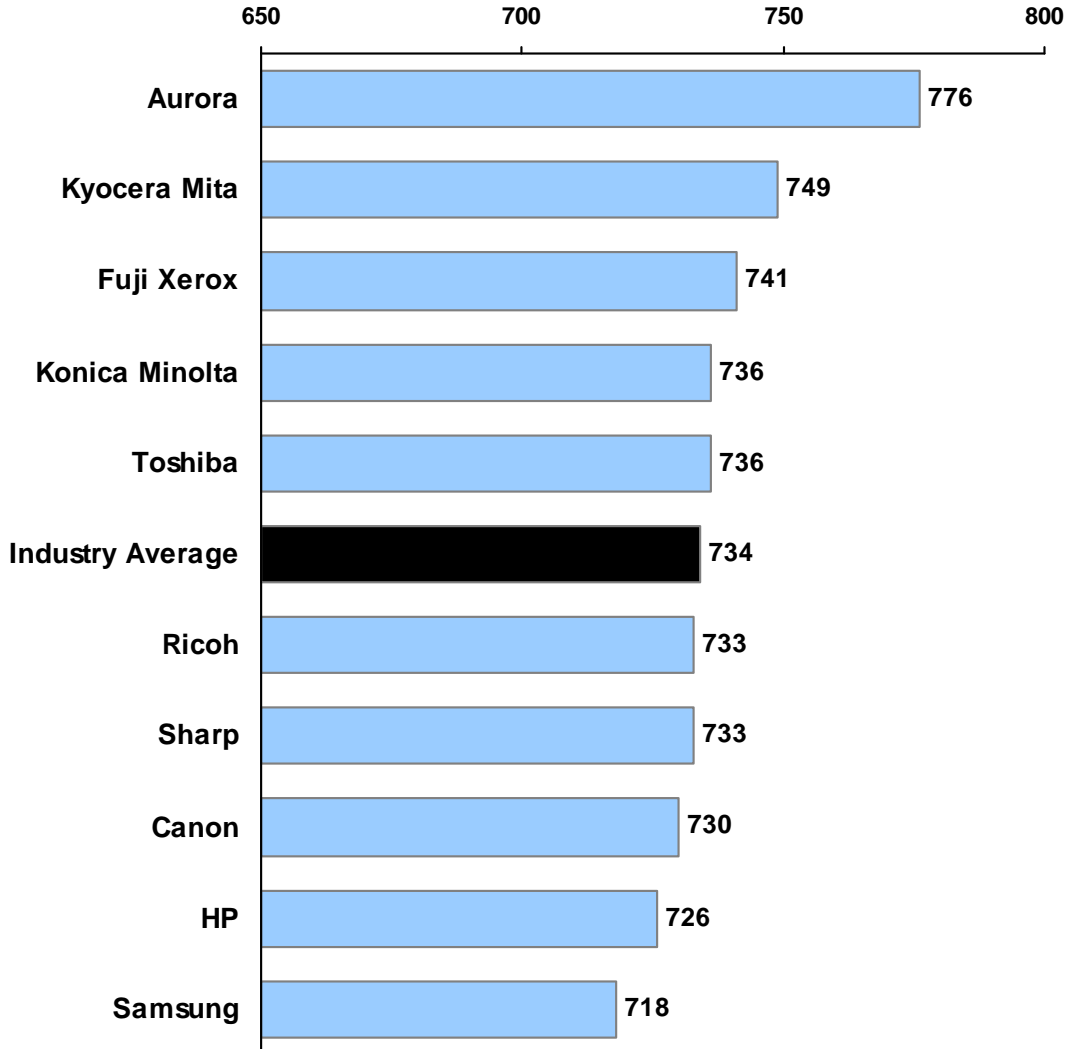
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2008 China Copier/Multifunction Product Customer Satisfaction StudySM

Customer Satisfaction Index Ranking (Based on a 1,000-point scale)



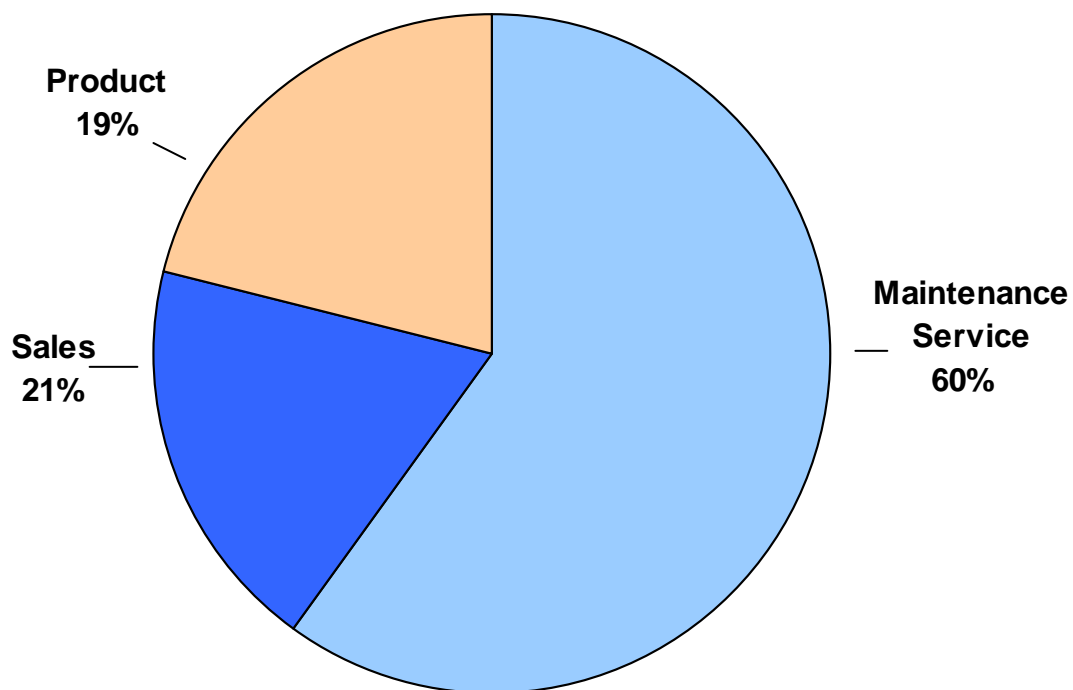
NOTE: Panasonic was included in the study but not ranked due to small sample size.

Source: J.D. Power Asia Pacific 2008 China Copier/Multifunction Product Customer Satisfaction StudySM

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Factors Contributing to Overall Satisfaction



Source: J.D. Power Asia Pacific 2008 China Copier/Multifunction Product Customer Satisfaction StudySM

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