



KONICA MINOLTA

Contact:

Dennis Puccio
Konica Minolta Medical Imaging
973-633-1500
www.konicaminolta.com/medicalusa

FOR IMMEDIATE RELEASE

Konica Minolta Launches New Blue Moon Lifecycle Solutions for AeroDR

Wayne, NJ, June 9, 2015 –Konica Minolta announced today new Blue Moon Lifecycle Solutions designed to help customers minimize downtime, maximize productivity and eliminate risk throughout the lifetime of their AeroDR systems. As an industry leader providing reliable and durable DR, CR and ultrasound solutions, the new Blue Moon Lifecycle Solutions further extend Konica Minolta’s commitment to helping customers achieve economic value, clinical confidence and worry free operation with AeroDR.

“Konica Minolta’s high customer satisfaction ratings are a testament to the exceptional quality solutions and support services we provide,” says Steve Eisner, Senior Product Manager, Konica Minolta Medical Imaging. “Customer support is not just about fixing equipment when it breaks. It’s helping our end users get the most out of their Konica Minolta solutions throughout the product lifecycle so they can enhance the quality of care and be mindful of their return on investment.”

Three Blue Moon Lifecycle Solutions are available and offer the right-sized plan to meet an array of needs—Blue Moon Elite, Blue Moon Select and Blue Moon Basic.

“Customers can select the plan that best meets their uptime and productivity requirements balanced against their individual risk tolerance and budgets,” continues Eisner.

Konica Minolta differentiates its Blue Moon Lifecycle Solutions by including added value system lifecycle elements such as software upgrades, ongoing user education, a disaster response program, and panel protection to help minimize downtime, maximize productivity and eliminate risk. “When you combine the benefits we provide our

customers when their systems are working perfectly fine with the #1 MD Buyline rated service response time, our customers get the right support at the right time while protecting their bottom line,” concludes Eisner.

About Konica Minolta Medical Imaging

Konica Minolta Medical Imaging is a world class provider and market leader in medical diagnostic primary imaging. With over 75 years of endless innovation, Konica Minolta is globally recognized as a leader providing cutting-edge technologies and comprehensive support aimed at providing real solutions to meet customer's needs. Konica Minolta Medical Imaging, headquartered in Wayne, NJ, is a unit of Konica Minolta, Inc. (TSE: 4902). For more information on Konica Minolta Primary Imaging Solutions, please visit www.konicaminolta.com/medicalusa.

Company name	KONICA MINOLTA, INC.
Headquarters	JP TOWER, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, Japan
Founded	December 1936
FY 2013 Revenue	\$9.4 Billion
Number of employees	Approx. 40,400 (2013)
Business Lines	The Konica Minolta Group operates in sectors ranging from business technologies, where our products are typified by MFPs (multi-functional peripherals), and Industrial Business (former Optics Business), where our products include pickup lenses for optical disks, and TAC film, a key material used in LCD panels, to healthcare, where we make digital X-ray diagnostic imaging systems.

Konica Minolta Medical Imaging

411 Newark Pompton Turnpike; Wayne, NJ 07470 1-800-934-1034