



KONICA MINOLTA

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FOR IMMEDIATE RELEASE

Konica Minolta Introduces Blue Moon Lifecycle Solutions for Ultrasound

Wayne, NJ, July 14, 2015 – Konica Minolta Medical Imaging announced today new Blue Moon Lifecycle Solutions designed to help customers minimize downtime, maximize productivity, and eliminate risk throughout the lifetime of their hand held SONIMAGE P3 and portable SONIMAGE HS1 ultrasound systems. As an industry leader delivering reliable Primary Imaging Solutions, Konica Minolta now extends the popular Blue Moon Lifecycle Solutions to its ultrasound family of products to further deliver economic value, clinical confidence and worry free operation.

“At Konica Minolta, achieving high customer satisfaction derived from our exceptional quality solutions and support services is a top priority. Yet, delivering quality service is not just about when equipment breaks, rather we believe it is supporting our customers throughout the entire product lifecycle so they can get the most out of their technology investment,” says Steve Eisner, Senior Product Manager-Services, Konica Minolta Medical Imaging.

Customers can select from three right-sized plans to balance their uptime and productivity requirements against individual risk tolerance and budgets. Blue Moon Elite, Blue Moon Select, and Blue Moon Basic all provide peace of mind for customers with Konica Minolta’s top-rated support, yet differ in the availability of value-added services such as software upgrades, end user education, disaster response protection, probe protection, and more. Users can also rely on Konica Minolta’s dependable technical assistance around the clock, for answers to all questions and challenges including “how-to” support and remote diagnostics.

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 2014 Revenue	\$8.5 Billion
Number of employees	Approx. 41,600 (2015)
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.

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