



KONICA MINOLTA

Press release

Konica Minolta at the Green IT Panel in Copenhagen

Langenhagen, Germany, 7 December 2009

On 11 December 2009, seven of the largest companies in the IT industry will meet in Copenhagen during the UN climate summit to discuss ways in which IT holds one of the biggest promises to provide global solutions for reducing carbon emissions. At the Green IT Panel, Ken Osuga, Vice President Business Operations at Konica Minolta Business Solutions, will present the company's initiatives to reduce CO₂ in manufacturing, product use and recycling.

Senior executives from Konica Minolta, Cisco, Dell, Fujitsu, HP, Intel and Microsoft will join forces to discuss how to combat climate change and provide valuable input for the ongoing climate negotiations in Copenhagen. The companies will present their own climate initiatives to lower emissions and – just as importantly – they will enter into discussions on how innovation in ICT and smart technologies will be key in addressing the daunting energy and climate challenges that the world faces.

For Konica Minolta Business Solutions, Ken Osuga, Vice President Business Operations, will engage in the discussion and present the company's programmes to minimise environmental impact. One of Konica Minolta's primary objectives is to reduce CO₂ emissions by 20% through the life cycle of products in the financial year 2015 compared with 2005. For example, production of Konica Minolta's unique Simitri polymerised toners generates 40% less CO₂ emissions than earlier pulverised toners. These toners also reduce the energy consumption of printing and copying



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systems by up to 20% due to a lower melting point. Besides, Konica Minolta runs eco-initiatives like the Zero Waste programme and complies with the ideals of the UN climate convention. These efforts were a decisive factor in the UN's choice of Konica Minolta as one of its main sponsors for the Copenhagen climate change conference.

The IT industry is estimated to account for 2% of global CO₂ emissions, which is about the same as the aircraft industry. However, energy consumed every day by computers, servers and printers can be significantly reduced by change in user behaviour and by the implementation of more energy efficient IT.

In addition, innovation in IT and smart technologies promise to deliver intelligent and creative solutions that will bring about new ways to make use of our global resources in a more effective manner. Hence, the ICT sector plays a crucial role in reaching the targets that will be set at the Copenhagen UN climate summit not only within the industry itself but, most importantly, by making other industries and society at large more efficient by delivering new solutions.

The Green IT Panel will take place on 11 December 2009 from 5.30 pm to 8 pm. The debate is being organised in cooperation with the Danish IT Industry Association and the Danish Chamber of Commerce. It will be moderated by the Executive Director of the European Environment Agency, Professor Jacqueline McGlade.

For more information please visit www.greenitpanel.com and www.biz.konicaminolta.com/environment.



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Press photos



Ken Osuga, Vice President, Business Operations at Konica Minolta Business Solutions Europe, will present the company's initiatives to reduce CO₂ emissions, atmospheric and water pollution as well as energy consumption at the Green IT Panel in Copenhagen.



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About Konica Minolta Business Solutions Europe:

Konica Minolta Business Solutions Europe GmbH, based in Langenhagen, Germany, is a subsidiary of Konica Minolta Business Technologies, Inc., Tokyo, Japan. The company delivers services and distributes products, systems and solutions that fulfil all the requirements of office and production printing over the complete document life cycle. Its product range extends from colour and monochrome multifunctional and production printing systems, laser printers and all-in-ones to modern software that integrates devices seamlessly into work processes and IT environments. To support customers such as printing and industrial companies optimally with powerful and sustainable solutions, technology leader Konica Minolta invests continuously in research and development work and regularly sets new standards for the entire printing industry.

Konica Minolta Business Solutions Europe is represented by subsidiaries and distributors in more than 50 countries in Europe, the Middle East and Africa (EMEA). With 22,500 employees around the world, Konica Minolta Business Technologies earned net sales of over EUR 4.3 billion in fiscal year 2008/09.

For further information about the company, visit www.konicaminolta.eu

Product images are available at www.konicaminolta-images.eu

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