



Press release

Konica Minolta launches new graphic design professional magicolor 7450II GA

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Konica Minolta's new A3+ colour laser printer, the magicolor 7450II GA, is developed to serve a specific purpose: outstanding colour quality for creative environments. The new printer is equipped with the award-winning engine of the magicolor 7450 while allowing free play to creativity. Designers, advertising agencies and graphic artists can shape their ideas in confidence using a wide range of media. With this device, colour competence, technology and performance also come with a reasonable price tag.

"Colour quality and reliable performance without spending a fortune: For customers from the advertising and design sector, these are the key characteristics that are going to put the magicolor 7450II GA on their shortlist," says Lars Moderow, Product Manager, Konica Minolta Business Solutions Europe.

The new colour laser printer is based on the award-winning magicolor 7450, which has won several accolades for its print engine. A BLI "Pick of the Year" award in 2006, a Macworld UK "Black Winner" and five stars from the Spanish edition of PC World in 2007 prove its excellence. The new magicolor 7450II GA is not only an enhanced version of this well-proven device but also ties in essential features to make it ready for the requirements of the creative sector.



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Handling large amounts of data for printing is daily business in advertising agencies or with graphic artists. Konica Minolta's unique Emperon print controller with a fast 733MHz is just one of the features ensuring easy handling of bigger print jobs. For powerful performance, the magicolor 7450II GA offers higher memory 768 MB capacity and is equipped with a 40 GB standard hard disk and a 1 GB network connection. This ensures customers can rely on a fast throughput from both PCs and Macs via its standard PCL and PostScript 3 capabilities.

The truth behind the brilliant colours and photorealistic results of the magicolor 7450II GA is its quality-enhancing technologies. There are four dual-beam lasers to make sure users get highest precision and stability in image writing. An increased colour differentiation, true colour mixing and deep black are made possible by the PhotoART-9600 with 4-bit contone resolution. The Emperon print controller puts colour matching capabilities into the mix and the extremely small and uniform particles of the Simitri polymerised toner further add to vibrant colours and true black.

As creative ideas seldom fit on A4 sized standard paper, the magicolor 7450II GA offers versatile media processing capabilities: formats from A5 to A3+ (311 x 457 mm) and paper weights from 64 to 256 g/m² can be processed; even banner printing of up to 297 mm x 1200 mm is available, too. So there are no limits to concept books, presentations, proofs, photo prints or even short runs for ads.

Yet, even creativity let loose sometimes needs control. To this end, the magicolor 7450II GA incorporates a professional colour management system. It gives users control over a wide range of simulations, for instance ICC proofing workflows for press simulations in offset production.

"With today's printers, speed often is the magic word and the devices are developed under the condition to become faster and faster in output," says Lars Moderow. "However, compelling colour quality for creative environments takes time and quality is precisely what the 7450II GA is built for – it is its core competence."



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Press photo



The new Konica Minolta magicolor 7450II GA offers exceptional colour quality for creative environments. Its performance, colour management and output are developed to meet in full the demands of advertising agencies, designers and graphic arts studios.



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About Konica Minolta Business Solutions Europe

Konica Minolta Business Solutions Europe GmbH is a leading provider of image information products with subsidiaries and distributors in more than 50 countries in the EMEA region. The company places major emphasis on the document management and solution business in the office and production environment, especially in the field of colour output as well as related supplies. Konica Minolta Business Solutions Europe is a subsidiary of Konica Minolta Business Technologies, Inc., headquartered in Tokyo, Japan. With a total workforce of 21,000 employees worldwide, Konica Minolta Business Technologies gained net sales of over 4.4 billion euros in fiscal 2007/2008. Building on its strong core of optical technologies developed over many years as a printer and camera manufacturer, Konica Minolta Business Technologies aims to be a corporation offering products and services that are essential to all areas of digital imaging.

www.konicaminolta.eu

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

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