



KONICA MINOLTA

# magicolor 2530DL

## Internal launch guide



**Company confidential**

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KONICA MINOLTA

magicolor 2530DL

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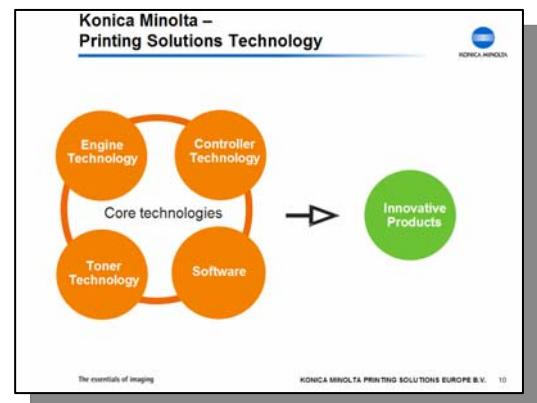
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## 1. Introduction

### Inspiring products

In line with Konica Minolta's vision of bringing inspiring solutions to the market, Konica Minolta presents its next generation personal office colour solution: the magicolor 2530DL!

By adding this printer to our portfolio, we are able to offer a complete range of colour laser solutions from low-end personal Windows users in business environments, demanding workgroups in corporate environments, to A3 graphical users. From low end, AIO to high end colour, we offer a broad range of printing solutions.



This document covers the following areas:

- The low-end colour market potential
- product positioning
- competitive information
- key features to promote

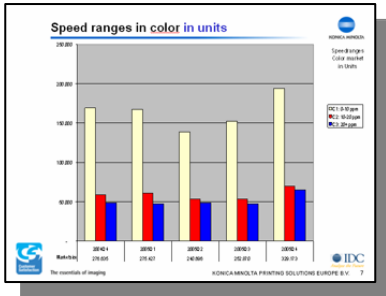
In short, it leaves you fully prepared to make the magicolor 2530DL what it is meant to be:

***The compact and quiet  
colour photo-print workgroup  
solution!***



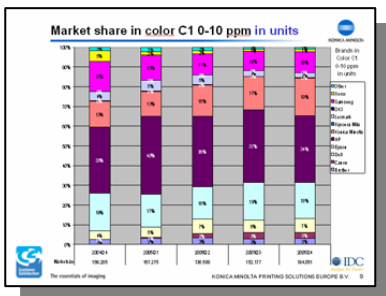
## 2. Market trends

### Market trends



Konica Minolta's presence in the colour laser market can be segmented into three areas based on colour laser print speed: colour laser market 1; 0-9 ppm segment, colour laser market 2; 10-19 ppm segment, and colour laser market 3; 20+ ppm segment (*source IDC*). Especially the colour laser market 2 (10-19 ppm) and colour laser market 3 (20+) are steadily growing markets both in units and value. Konica Minolta is strategically focusing on these growing markets with its high-end magicolor solutions.

It goes without saying that the colour laser segment 1 (0-9 ppm) is still the biggest colour laser segment; approx. 60% of all colour laser machines sold contribute to this market in EMEA (*source: IDC*).



Konica Minolta has been a dominant player (top 2 and top 3 positions) in EMEA within this low-end colour laser segment for several product generations (magicolor 2, magicolor 2200, magicolor 2300, and magicolor 2400). This leading market position has played a key role in contributing to Konica Minolta's brand building, channel expansion, point of sales, and business growth. With the magicolor 2400 range Konica Minolta reached a number 2 position (19%) in units share within colour laser market 1 (0-9 ppm segment) /Western Europe (*Source IDC*).

Although the high speed segments, colour laser market 2 (10-19 ppm) and colour laser market 3 (20+ ppm) are growing steadily, the low end colour market, colour laser market 1 (0-9 ppm), is still expected to grow further with another 34% (units) from 2006 until 2009 (*Source IDC*). The key reasons for this growth is due of the trend of migrating from personal monochrome laser machines and inkjet machines into the low-end colour laser segment (*source: Infotrends*). Low-end colour laser machines have become more affordable, therefore monochrome laser and inkjet users trading in their machines for colour.

Now Konica Minolta introduces its next and improved generation low-end magicolor solution, the magicolor 2530DL, which resides in the biggest colour laser market segment. Konica Minolta is renown as a leading player in this market. I am happy to report that the market is still growing and with our much improved magicolor 2530DL; the opportunity is ours to take!





### 3. Product positioning

#### magicolor 2530DL

#### Positioning overview

The magicolor 2530DL is the small workgroup colour solution from Konica Minolta. It replaces the magicolor 2430DL as **the compact and quiet colour photo-print workgroup solution** within Konica Minolta's magicolor range. With its compact desktop size, whispering silent noise, stylish design, ease of use, speed, power and flexibility, the magicolor 2530DL is clearly designed for professionals and small workgroups within small-to-medium sized businesses' and corporate environments.



#### Professionals/ Ideally fast photo printing

- Professionals who often need to print pictures from their digital cameras will love the speed and efficiency of PictBridge.
- Professionals looking for the opportunity to print in high quality colour and will have a flexible printer
  - Lower Feeder, Duplexer
  - Thick paper stock support (up to 200g/m2 with Mondi color copy 200g/m2, Cougar Cover 65lb)
- Ideally printer within network that uses Windows and basic office applications on Mac and Linux systems

#### Small workgroups (2-10 users)/versatile network printer

- Workgroups who have limited space will enjoy the mc2530DL compact design and **whispering silent noise level**.
- To be used mainly by one user but gives also the flexibility to use the magicolor 2530DL within there workgroup.
- Small departmental workgroup printer that can be placed everywhere in the office
- Decentralised printing gives you a better dependability and flexibility in your organisation

#### Stepping up from mono and inkjet (2-in-1)

- Suitable for professionals and small workgroups who have a monochrome laser printer or colour inkjet solution and who do not want two separate machines anymore. The magicolor 2530DL will handle their printing needs better and faster at even a lower cost than their previous printers
- With 20 ppm the magicolor 2530DL is faster than many monochrome laser printers.
- The magicolor 2530DL offer the ease of use and simplicity usually found in monochrome devices.



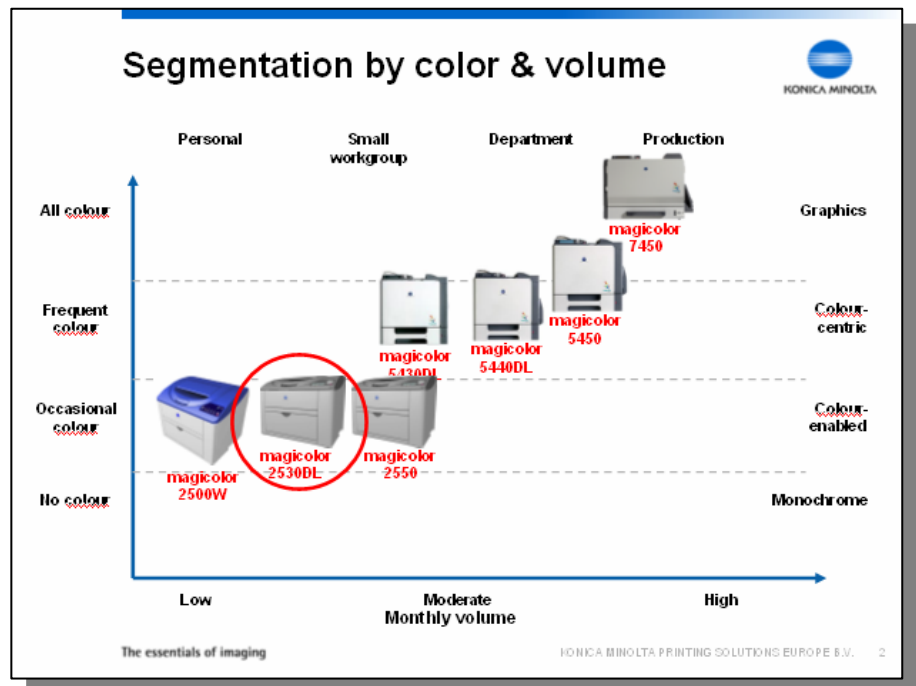
## 4. Position in the colour range

### Position in the colour range

As mentioned, the magicolor 2530DL replaces the magicolor 2430DL as **the compact and silent colour photo-print workgroup solution**. With the magicolor 2530DL Konica Minolta extends the small workgroup color laser concept of the successful and multi-award winning magicolor 2430DL by reducing the noise, improving the exterior design (top cover), thick paper stock support, more user friendly driver interface with a Emperon look and feel, and increased memory power.

With the addition of the magicolor 2530DL, we cover a full range of colour laser printers. For personal Windows users within professional environments, we offer the magicolor 2500W. The new magicolor 2530 Desk laser and magicolor 2550 (replacement products for magicolor 2400 desk laser and magicolor 2450) are targeted at small workgroups within SMB and corporate environments.

Within the high-end segment (frequent colour and high/moderate print volume), we offer the magicolor 5400 range. And finally of course, the magicolor flagship model, the magicolor 7450, is targeted at general offices with high print volumes/colour usage and the creative segment.





## 5. Spec at a glance

Technology	Multi-pass laser printer
Print speed	5 ppm in colour, 20 ppm in monochrome
First page out	12 seconds in monochrome, 21 seconds colour
Print resolution	2400 x 600 dpi
Memory standard/max	64 MB/576 MB (one slot)
Processor type	TAK pro800 130 MHz
Emulation	Konica Minolta Raster Language
OS supported	Windows XP, Server 2003, 2000, NT 4.0, ME, 98SE Macintosh: OS 9.04 or later, OS x 10.2 or later, Linux: RedHat 8.0 or later, SuSe 8.1 or later
Standard interfaces	Ethernet 10/100Base TX (IEEE 802.3) and USB 2.0 (High-Speed) supporting Microsoft 'Plug and Play', PictBridge <sup>3</sup> (Digital camera via special USB), DPOF 1.1
Paper size supported	Up to A4
Media supported	lain paper (60-90 g/m <sup>2</sup> ), transparency, letterhead, envelope, label sheet, (thick paper 60 to 163 g/m <sup>2</sup> , up to 200g/m <sup>2</sup> with Mondi color copy 200g/m <sup>2</sup> , Cougar Cover 65lb), Japanese official postcard, glossy
Paper input std/max	200 sheet/s700 sheets
Paper output	200-sheet face-down tray
Duplexing	Optional
Number of consumables	5
Consumable yield	C/M/Y toner cartridges: 1.500 prints at 5% C/M/Y/K toner cartridges: 4.500 prints at 5% OPC drum cartridge: 45.000 images
Warranty	1 year PROTECT.REPAIR on-site warranty (within EU; local law applies)
Max. monthly duty cycle	Up to 35.000 pages per month
Size	(D) 395 mm x (W) 430 mm x (H) 341 mm
Acoustic noise	<52dBA (printing), <35dBA (standby)
Weight	15.9 kg (without consumables); 18.9 kg (with consumables)







# 6. magicolor 2530DL configuration

## Standard and optional paper handling



## Options and consumable yields

Options	Consumables
1 year extended warranty	Starter toner colour (YMCK) 1.500
Lower feeder unit	Toner cartridge, high capacity (YMCK)* 4.500
Automatic duplex unit	Toner cartridge, standard capacity (YMC)* 1.500
Memory	OPC drum (included waste toner)* 45.000

\* compatible with magicolor 2400 series

## 7. Improvements over magicolor 2430DL

### Improvements over magicolor 2430DL

The magicolor 2530DL is the next generation and much improved small workgroup colour solution from Konica Minolta. The key target of the magicolor 2530DL is to advance the magicolor 2430DL 'compact and powerful workgroup colour printer by offering a fresh new design, reduced noise, Emperon look and feel driver interface, thick stock support for photo printing, and increased memory for handling complex print jobs easily.



Round top cover



Thick paper stock support

- **Fresh new design**

- Cosmetic design change (round top cover)
  - Based on product design research the trend is to reach soft image trends (round curves). Round curves in water and fountain shapes have been the inspiration for the Topaz product design.
  - Two colour toner concept: super white body and blue top cover matches the modern and trendy design required by personal office users.
- Box design change:
  - The new concept box design shows the world of the magicolor 2500 series. It describes the brilliant print quality with colourful image. The bird popping out of the print-out paper should catch the eye. This motif related to nature makes friendly design and implies an ecology product aspect.
  - On both sides of the box, key features are visualized to emphasize the functional design of the product.



- Specification icons:

- Konica Minolta has created standardized specification icons to be used on marketing materials (brochures, website, printer box etc.) These icons provide a quick overview of the product's key features. These icons will be implemented from magicolor 2500 series onwards.



**magicolor 2530DL**

New logo

- New magicolor logo:
  - Konica Minolta has created a new “magicolor” logo in order to create synergy between Konica Minolta printers and copiers. This logo will be implemented from the magicolor 2500 series onwards.

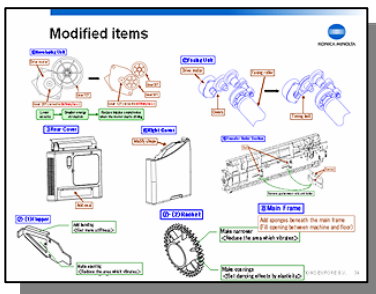


- **Heavy media weight (photo paper) support:**

- Heavy stock support: up to 200g/m<sup>2</sup> with Mondi color copy 200g/m
- Heavy media support together with glossy media is the perfect combination for brilliant photo-quality output.
- Now we are able to sell the machine as a brilliant photo quality solution.

- **Low acoustic noise**

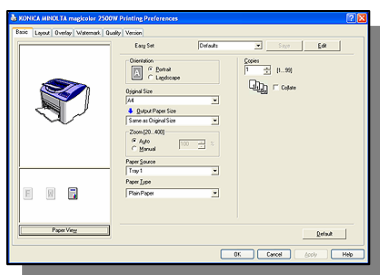
- During the life of the magicolor 2400 series, we received complaints about the printer's noise level. We have since made a vast improvement to resolve this issue.
- Konica Minolta's research and development department has succeeded in reducing the noise by studying the noise of each single rotating part within the engine and changing it to contribute to a total noise reduction.
- Both sound pressure and loudness/pulse (dBA with human irritation factor included) have decreased.
  - Loudness decreased with 1.5 dBA
  - Sound pressure has reduced with 1 dBA
  - Although a difference of 1 dB(A) may not seem big, it could be really noticeable within low noise personal offices at which the magicolor 2530 is targeted. As an example think about the difference of the noise of an humming refrigerator or a washing machine (not on peak level).



*Parts inside machine that have been redesigned to reduce noise*

- **Improved printer driver**

- Different from the magicolor 2430DL, the magicolor 2530DL has an Emperon look and feel driver interface (similar interface to emperon and MFP products).
  - Easily to maintain for IT department
  - No difference between GDI, PCL and PS driver interface.



*Improved driver user interface*

- **Increased memory power**

- With 64 MB standard, the magicolor 2530 will handle any complex job easily.



*Think about difference between noise of refrigerator and washing machine*

## 8. Competition

### Competition comparison

The magicolor 2530DL is poised to be a dominant player in the low end colour laser market as we have gained considerable traction in this market segment. With the next generation version, we offer the following clear advantages compared to our competitors:

- **Photo print quality**
  - Highest print resolution (2400x 600 dpi)
  - Polymerized toner
  - Heavy media weight (up to 200 gsm, with Mondi color copy 200g/m)
- **Direct photo print/PictBridge**
  - Add professional pictures to your reports
  - N-up printing
- **Small/light and whispering quiet**
  - True desktop size/space saving
  - Light weight/colour wherever you need
  - Whispering quiet noise level
- **Simple to use**
  - Pre installed toner
  - Limited number of consumables
  - Proper LCD display



Vendor	Konica Minolta	Epson	Samsung	Samsung	Lexmark	Hewlett-Packard
Model	magicolor 2530DL	C1100N	CLP-510N	CLP-300N	C500N	2600n
List Price	429	430	430	366	378	364
Street Price	365	408	325	307	298	300
Processor Speed (MHz)	130 MHz	66.7 MHz	-	300 MHz	200 MHz	264 MHz
Memory Standard	64 MB	32 MB	64 MB	64 MB	64 MB	16 MB
Memory Max	576 MB	256 MB	192 MB	64 MB	64 MB	16 MB
Print Speed black	20	25	24	16	31 ppm	8
Print Speed colour	5	5	6	4	8 ppm	8
Print Resolution Black (dpi)	2400 x 600 dpi	600 x 600 dpi	1200 dpi	2400 x 600 dpi	1200 x 600 dpi	600 x 600 dpi
Printer Interface	USB 2.0, Network	Network, Parallel, USB 2.0	USB 2.0, Network	USB 2.0, Network	USB 2.0, Network	Network, USB 2.0
Connectivity	PictBridge	Not available	Not available	Not available	Not available	Not available
Printer Emulation / Language	Konica Minolta Raster Language	Epson ESC/Page-Colour S		SPL-C	GDI	GDI
Standard Paper Input (sheets)	200	180	350	150	250 sheets	250
Max Paper Input (sheets)	700	680	850	150	780 sheets	500
Duplex	Option	Option	Standard	Manual	No	No
Media Weight	60 - 220 gsm	64 - 216 gsm	60 - 163 gsm	-		60 - 220 gsm
Max Monthly Volume (pages)	35,000	35,000	-	24200	35000 pages	35,000
Noise Level dB(A)	Printing: 52 dB(A)	Printing: 53 dB(A)	-	Printing: 48 dB(A)	Printing: 50 dB(A)	Printing: 47 dB(A)

## 9. Key Features to promote



- **Simple set-up and operation/Limited consumables**
  - The magicolor 2530DL has pre-installed consumables and full front access – making installation and maintenance easier than ever!
  - No surprises when installing the printer and consumables
  - The magicolor 2530DL only has 5 consumables. The reduced number of consumables offers benefits to the customer like lower user interventions and ease which is commonly found in monochrome devices
  - Intuitive LCD display gives you the exact toner status at all time.
  
- **Powerful and versatile**
  - With 5 ppm in colour and 20 ppm in monochrome and 1<sup>st</sup> page out in only 12 seconds, the magicolor 2530DL is one of the fastest printers in it's class.
  - Easy and powerful networking with PageScope Web connection software to control the status of consumables and change the configuration of the printer from a distance.
  - High processing power and highest memory configuration in its class to deal with complex pint jobs easily.
  - Possible to print simultaneously from Windows, Mac and Lunux networks.
  - Low cost options:
    - Lower feeder to increase paper capacity to 700 sheets.
    - Extra memory to enhance direct photo print performance and functionality (speed, quality and index printing).
    - Automatic duplexer to create double-sided prints and start to reduce printing costs.
  
- **Compact, space-saving design/ and whispering quiet!**
  - Because of its small size, the magicolor 2530DL provides high quality laser printouts right at the user's desk. No need to walk around the room to collect print-outs anymore
  - The very small footprint and full front access to consumables make the magicolor 2530DL a true desktop colour laser printer. You can place it wherever you want
    - Only (D) 395 mm x (W) 430 mm x (H) 341 mm
    - Only 19 kg
  - Whispering quiet/Silent design
  
- **Professional brilliant photo print quality and Direct Photo Print**
  - Polymerized toner produces less waste, cleaner printers, smoother gradations and sharper prints
  - The magicolor 2530DL can print up to 2400x600 dpi resolution, producing razor sharp output
  - Heavy media weight (photo paper) support: to 200 gsm (with Mondi color copy 200g/m)
  - **Direct photo print**
    - Print photo's without use of a computer by simply connecting any PictBride-compliant digital camera

## 10. Part numbers

### Printer & options

ITEM	PART NUMBER
magicolor 2530DL	A00V022
Lower feeder unit	1710858-200
Duplex unit	1710586-100
256 MB	2600744-200



### Consumables

ITEM	PART NUMBER
Yellow toner cartridge (1.5K)	1710589-001
Magenta toner cartridge (1.5K)	1710589-002
Cyan toner cartridge (1.5K)	1710589-003
Yellow toner cartridge (4.5K)	1710589-005
Magenta toner cartridge (4.5K)	1710589-006
Cyan toner cartridge (4.5K)	1710589-007
Black toner cartridge (4.5K)	1710589-004
Toner value pack (YMC- 4.5K)	1710595-001
Drum cartridge(20K)	1710591-001