

COMPETITIVE PRINT COSTS

The highly reliable EcoPro product line, backed by Kyocera technology, delivers one of the lowest cost per page (CPP) in the industry. The following table illustrates a black & white printer CPP comparison based on the specified industry standard page coverage, in both average and high volume print environments.

Costs shown are based on manufacturer stated yields and U.S. suggested retail pricing.

Total Coverage: 5% Black



| | PRINT VOLUME | |
|------------------------|----------------|----------------|
| | AVERAGE | HIGH |
| EcoPro EP 370DN | \$0.005 | \$0.007 |
| HP LASERJET P3005DN | \$0.017 | \$0.017 |
| XEROX PHASER 3600 | \$0.016 | \$0.016 |
| LEXMARK 640DN | \$0.018 | \$0.018 |
| OKIDATA B6300N | \$0.018 | \$0.018 |
| RICOH SP4110N | \$0.013 | \$0.015 |
| BROTHER HL-8050N | \$0.019 | \$0.021 |
| EcoPro EP 470DN | \$0.005 | \$0.007 |
| HP LASERJET 4014N | \$0.015 | \$0.017 |
| HP LASERJET 4350N | \$0.011 | \$0.013 |
| XEROX PHASER 4510DT | \$0.012 | \$0.013 |
| LEXMARK 642DN | \$0.018 | \$0.020 |
| OKIDATA B6500DN | \$0.013 | \$0.013 |
| RICOH SP5100N | \$0.011 | \$0.011 |
| EcoPro EP 510DN | \$0.003 | \$0.004 |
| HP LASERJET 9050DN | \$0.009 | \$0.010 |
| XEROX PHASER 5500 | \$0.003 | \$0.010 |
| LEXMARK W840DN | \$0.007 | \$0.013 |
| OKIDATA B930N | \$0.006 | \$0.012 |
| RICOH SP8200DN | \$0.007 | \$0.014 |

Consumables Comparison

Kyocera EP 470DN vs. HP LaserJet 4350N

Here's a cost-per-page calculation within a high print volume environment and based on the following industry standards:

Total Coverage = 5% Black
 Monthly Volume = 5,000 pages
 Timeframe = 36 months

Kyocera EP 470DN

CPP = \$0.007
 $\$0.007 \times 5,000 \times 36 = \$1,260$

HP LaserJet 4350N

CPP = \$0.013
 $\$0.013 \times 5,000 \times 36 = \$2,340$

Based on the parameters above, the Kyocera EP 470DN offers a \$1,080 cost-per-page savings when compared to the HP LaserJet 4350N. That's just for one printer. When calculating a dozen printers, a company will realize a \$12,960 cost savings.

Average Print Volume: CPP based only on toner container and exclude all other consumables such as maintenance kits, fusers, etc. – based on maintenance kit yield.

High Print Volume: CPP based on all consumables, including maintenance kits, fusers, plus the cost of toner container – based on maintenance kit yield. Hardware costs are not included in CPP calculations.

Toner container costs based on Kyocera's suggested retail pricing/published yields and respective manufacturer web pricing/published yields. All consumable costs based on Kyocera's suggested retail pricing/published yields and respective manufacturer web pricing/published yields of toner containers, maintenance kits, fusers, etc. Actual yields may vary. CPP calculations are not based on the inclusion of starter toner. Images of documents are for representative purposes only. Information subject to change without notice. CPP prices dated August 13, 2008.