



Press Release

J.D. Power and Associates Reports: Panasonic and Xerox Each Rank Highest in Customer Satisfaction with Office Multifunction Copiers/Printers

Paper Jams Have a Major Impact on Overall Customer Satisfaction

WESTLAKE VILLAGE, Calif.: 26 June 2008 —Panasonic ranks highest in satisfying business users with color multifunction (MFP) copiers/printers, and Xerox ranks highest among black and white (monochrome) MFP copiers/printers, according to the J.D. Power and Associates 2008 Office MFP Copier Usage and Customer Satisfaction StudySM released today.

Redesigned in 2008, the study measures business user satisfaction with color, and black and white MFP copiers/printers, which are machines capable of executing several functions, including printing, copying, scanning and faxing documents. Overall satisfaction is based on four key factors: product reliability and durability; performance; features; and ease of operation.

Panasonic ranks highest in customer satisfaction among color MFP copiers/printers with a score of 863 on a 1,000-point scale. While Panasonic performs well in all factors driving overall satisfaction, the manufacturer receives particularly high marks in the performance factor, specifically with regard to speed and print quality. Following Panasonic in the segment are Lanier (844) and Brother (826).

In the black and white segment, Xerox ranks highest with a score of 769. Xerox performs particularly well in the features and performance factors, specifically with regard to speed and print quality. Canon closely follows Xerox in the segment rankings with a score of 768 while Hewlett-Packard ranks third with a score of 762.

The study finds that product reliability plays a key role in the overall MFP copier/printer business user experience, as the reliability and durability factor has the largest impact on customer satisfaction for MFP copier/printer users. Despite the importance of reliability and durability, almost 60 percent of all MFP copier/printer users report experiencing at least one paper jam per month, which is by far the most common problem experienced.

“Business users have a low threshold for paper jams, as overall satisfaction falls below the industry average when users experience just one jam per month for color MFPs, and four paper jams per month for black and white MFPs,” said Larry Wu, senior director of the technology practice at J.D. Power and Associates. “Xerox in particular performs well in this area among black and white MFPs, with users experiencing 25 percent fewer paper jams than industry average. Building high-quality products that reduce the frequency of problems like paper jams is key to maintaining customer satisfaction.”

Other common quality issues relate to paper drawer malfunctions, toner and ink problems, paper size detection and perceptions of slow printing speeds.

The 2008 Office MFP Copier Usage and Customer Satisfaction Study is based on responses from more than 4,200 business users and decision-makers at small, medium and large businesses in a variety of industries, who purchased or leased a new MFP copier/printer in the previous 24 months. The study was fielded in May 2008.

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NOTE: Two charts follow.

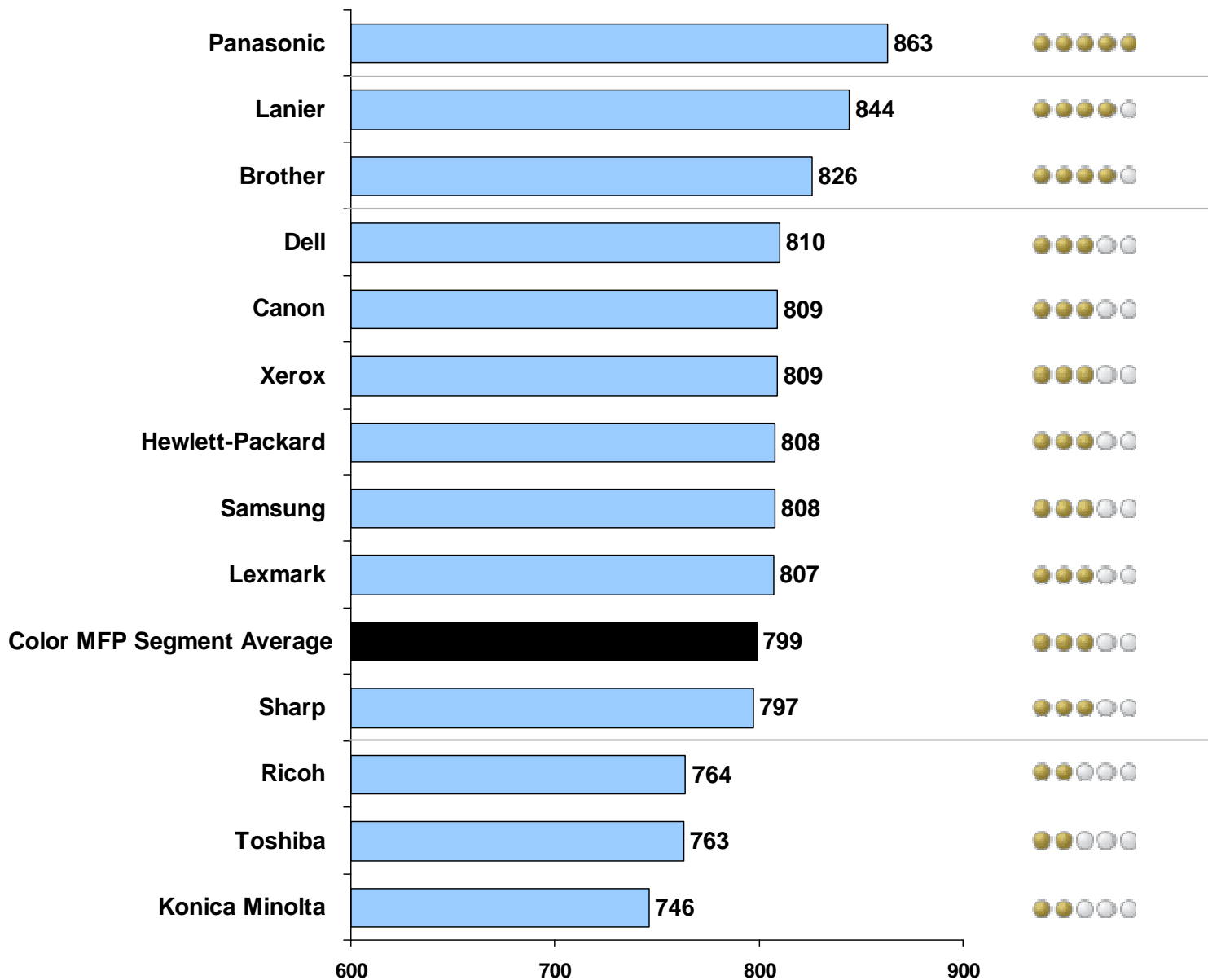
J.D. Power and Associates 2008 Office MFP Copier Usage and Customer Satisfaction StudySM

Customer Satisfaction Index Ranking

Color MFP Segment

(Based on a 1,000-point scale)

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NOTE: Due to changes in study methodology, 2008 Office MFP Copier Usage and Satisfaction scores are not comparable to previous years.

Included in the study but not ranked due to small sample size are: Gestetner, Kyocera, OKI and Savin.

Source: J.D. Power and Associates 2008 Office MFP Copier Usage and Customer Satisfaction StudySM

Power Circle Ratings Legend

- 5 Gold Circles: Among the best
- 4 Gold Circles, 1 Silver Circle: Better than most
- 3 Gold Circles, 2 Silver Circles: About average
- 2 Gold Circles, 3 Silver Circles: The rest

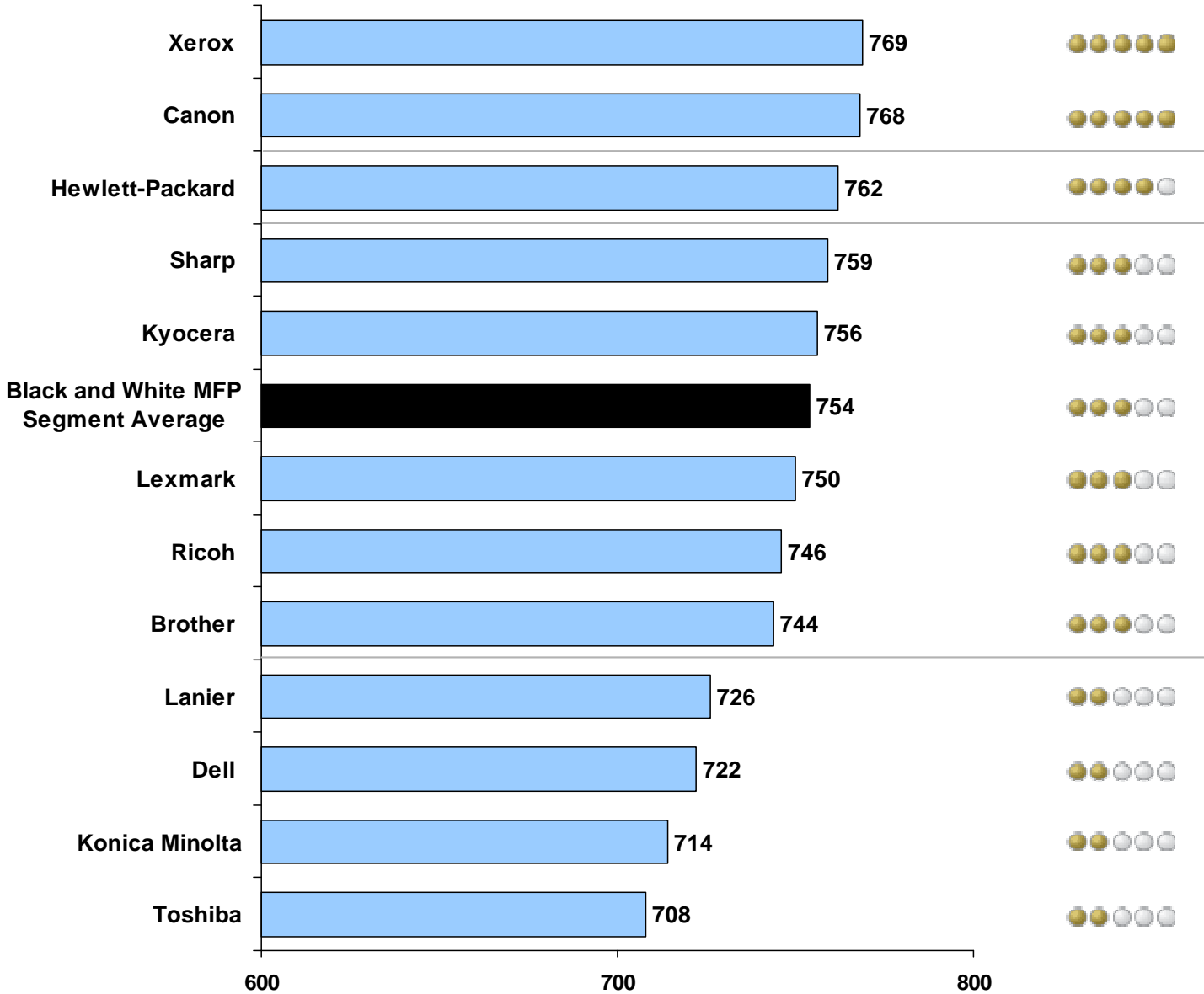
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Customer Satisfaction Index Ranking Black and White MFP Segment

(Based on a 1,000-point scale)

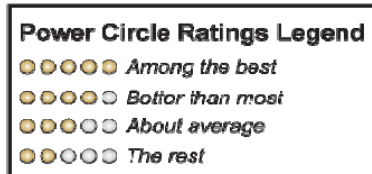
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