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Panasonic Digital and Analog Copier Lines Are Rated Most Reliable While WORKiO DP-2500D Rated Most Reliable Copier Overall in OPA Study EXCERPT FROM THE 2001 OPA COPIER RELIABILITY SURVEY

In the annual copier reliability issue of the Office Products Analyst, The Panasonic WORKiO DP-2500D was rated as the most reliable device in its speed class based on ratings from service managers obtained via extensive, in-depth telephone interviews. In this issue of the OPA, interviews were conducted with service managers in copier dealerships nationwide. Not only was the DP-2500D rated the most reliable in its class, it was received the highest rating in the entire study.

Within the 25-44 CPM speed range, this survey contained reliability data from 38 current and discontinued models. The sample was comprised of both analog and digital imaging systems. Of these 38 devices, the digital Panasonic WORKiO DP-2500D had the highest rating with respect to reliability. Ratings were compiled using a scale of one to ten with "ten" being the highest possible rating. We then converted the ratings into percentages.

The weighted average for the universe (all copiers included in this study) of digital systems was 77.3% while overall analog ratings were 77.6%, showing a slightly higher rating for analog systems. The Panasonic WORKiO DP-2500D had a rating of 96.0% - well above the industry average and not only highest in its speed category, but highest in our overall survey.



TABLE 3
Weighted Ratings by Brand

	<u>Analog</u>	<u>Digital</u>
Universe	77.6%	77.3%
Canon	79.7%	79.0%
Konica	78.2%	76.6%
Kyocera Mita	74.9%	78.6%
Minolta	73.7%	75.7%
Panasonic	84.2%	87.7%
Ricoh	72.0%	73.7%
Savin	75.2%	74.2%
Sharp	80.4%	81.1%
Toshiba	82.7%	78.5%

Source: OPA Dealer Survey

After reviewing the data contained in the survey, the OPA compiles a Recommended Purchase list made up of those models with an average reliability rating of 85% or higher. This list is based on the perceptions of the service managers interviewed who have serviced each model. Not only is the Panasonic WORKiO DP-2500D recommended based on that criteria, but it is also the most reliable device in its speed class, according to the technicians that work with it on a daily basis, averaging an impressive 24,000 copies between emergency service calls.

An impressive five out of six current models included in our survey, or, 83% of Panasonic's current product line was "Recommended" based on input from Service Managers across the country. Panasonic had a greater percentage of their current product line "Recommended" than any other vendor included in our survey. Furthermore, both Panasonic's analog and digital copiers received the highest overall weighted ratings, as shown in Table 3.

METHODOLOGY

In order to provide a strong basis for understanding the information presented in this issue, we feel it is necessary to review the methodology used for this study. Extensive surveys were conducted with 214 copier dealers from across the Continental United States. In-depth telephone interviews were conducted with service managers from these dealerships. Significant probing occurred in those cases where the data showed inconsistencies. The second part of the survey, which deals with model specific service statistics, was completed via facsimile, giving the service managers time to verify the information with actual service records. In cases of multi-brand dealers, respondents were asked to focus their responses on the copier brand that accounts for the most service revenue for their dealership. Our experience shows that focusing on the primary brand limits responses to those brands with which the service manager is most familiar, resulting in more accurate and complete information. For more information about this study or Industry Analysts, Inc., go to our website at Industryanalysts.com.

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