

Aug. 1996

Launches the imagio MF200, low-priced, space-saving digital copier

The imagio MF200 realized the turning point in the history of copy machines by sparking the dramatic transition from analog to digital models. It featured digital-enabled high-definition quality, memory for storing data to be copied, a compact body (for an A3-paper support model) with the world's smallest width at that time as well as lower unit prices achieved through rigorous cost cutting efforts. Because of all these outstanding features, the imagio MF200 was particularly popular with smaller corporate users, enjoying enormous sales and becoming a record-breaking hit. Following the rollout of this machine, the digital segment increased to exceed the analog segment in terms of shipment volume in the Japanese market. In the global copier sector, this event provided momentum supporting the trend toward the shift to digital technologies on a large scale.



imagio MF200, a global digital copier success story (1996)