

11th Annual Awards

2006

**BERTL's
BEST**



Best 20 to 29 ppm
Office Color MFP

Sharp MX-2300N

The 2006 BERTL's Best Award in the category of 20 to 29 ppm Office Color MFP is awarded to the Sharp MX-2300N. The MX-2300N raises the bar in the workgroup color MFP space with an advanced feature set including scan-to-USB functionality, a customized walk-up user experience, a wide range of security features, and a well-designed user interface.

2006

The MX-2300N is one of Sharp's new MX color MFP series products all based on a single engine design. Incorporating cutting edge technology, the MX series is designed to handle the copy, print, scan, and fax needs of workgroups or small departments.

The MX-2300N copies and prints at 23 ppm in both black and white and color and comes complete with copy, print, and scan functionality as standard (fax is an available option). This A3/Ledger device includes a standard paper supply of 1,100 sheets; a 3,500-sheet large capacity tray can be added bringing the total paper supply up to 5,600 sheets.

Finishing options include an internal finisher that can staple up to 50 sheets (most competitors max out at 30 sheets) and a hole punch unit. An external saddle-stitch finisher which creates

booklets up to 40 pages in length and can also be enhanced with hole punch capability.

The MX-2300N will support Sharp's new Open Systems Architecture (OSA). Sharp's OSA is based on industry-standard Microsoft .NET technology and allows independent software vendors, dealers, and end users to develop specific applications that can be run through the touch screen of the device. This streamlines document workflow and enhances productivity thus reducing costs and providing a more efficient user experience.

Sharp's Web-based device management system includes many innovative features and enhancements from providing quick access to current machine status (paper supplies, media loaded in each tray, toner supply, etc.) to allowing administrators to tweak the device's functionality based on individual users.

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But one of the most innovative new features Sharp has included is the Favorite Operation Group profile. This designates the default settings available to the user when they login to the device and assigns specific one-touch actions on the opening page, providing a customized walk-up experience on a user-by-user basis. This level of customization provides a fast, efficient way of carrying out routine tasks without having to wade through multiple menu layers complex document production settings.

Also included with the MX-2300N is a single-user license to Sharpdesk (winner of the 2005 BERTL's Best Award for Best Desktop Utility). Sharpdesk is Sharp's document management tool which includes many features found in advanced enterprise-level products. It integrates with Sharp MFPs and scanners, letting console users scan images directly to the desktop while its search and indexing functions make locating documents a fairly simple task.

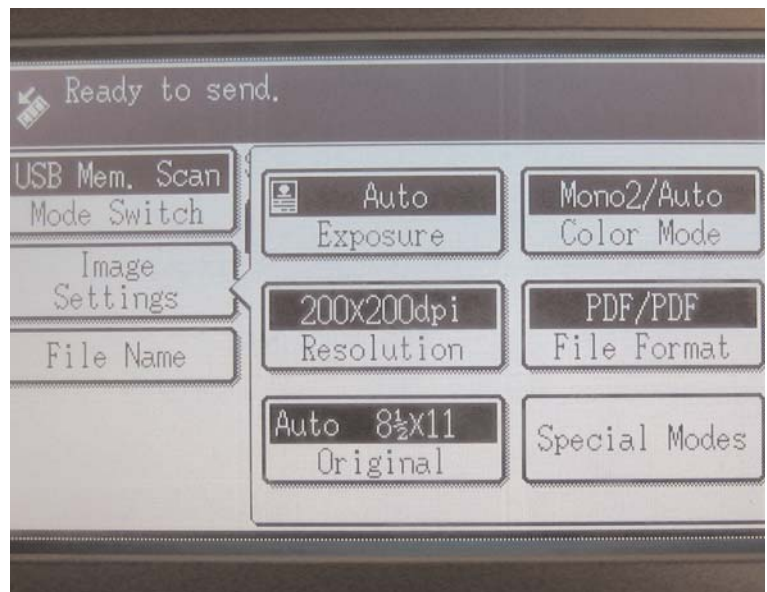
With data and network security on the A-list of most IT managers (thanks to the regulatory requirements of acts such as HIPAA and Gramm Leach Bliley), Sharp has stood out as a leader in office equipment security and has received many accolades (including BERTL's Best Security Solution three years in a row) for its strong security feature set.

This wide range of standard security features (confidential print, user authentication, IP/MAC address filtering, port locking, SSL and Kerberos password authentication, 200 user account codes) has been incorporated into the MX-2300N.

In addition Sharp has also added PDF encryption to the MX-2300N enabling users to enter a PIN when creating PDF documents for storage or external communication. An optional Data Security Kit is also available providing a second layer of security at the hard drive level including 128-bit hard drive encryption, Memory Clear, and Data Overwrite.

Network PCL printing on the MX-2300N is standard and powered by a 600MHz controller with 640MB RAM and a 40GB hard drive. It features a 100-sheet reversing automatic document feeder. PostScript 3 is an available option and provides direct PDF and TIFF printing capability.

Both the PCL and PostScript drivers are well laid out and nearly identical allowing for an easy transition between the two drivers. Included are several nice features like Carbon Copy (allows for the creation of multiple copies of the document onto a differ



The scan to USB function gives users options for resolution, file type, file naming, and more.

ent paper source), Poster Mode, Batch printing from the touch screen (allowing the release of all stored jobs at once instead of individually), and Job Notification (ability to send a job completion notification to the user).

The standard network scanning allows users the ability to scan to email, scan to desktop, and scan to FTP, and includes LDAP (central address book) support. The user-friendly interface includes productivity-boosting features like a simple, easy-to-navigate menu with minimal drill down. Emails can be personalized and can include not only a subject but also a message line.

Supported file formats include TIFF, JPEG and PDF with multiple compression levels and the ability to encrypt PDF files for further security. A unique feature on the Sharp MX-2300N is its scan to USB capability allowing documents to be scanned directly to or printed directly from a USB memory stick.

In summary, the Sharp MX-2300N, with its wide array of unique user-friendly features—customized user experience with Favorites groups, scan to USB, plethora of security features, well-designed user interface, and highly-featured printer drivers—has put up a worthy challenge to the market leaders and earned it this 2006 BERTL's Best Award.

Spotlight on Sharp

Headquartered in Mahwah, New Jersey, Sharp Electronics Corporation (SEC) is the U.S. sales and marketing subsidiary of Japan's Sharp corporation. The company was established in the U.S. marketplace in 1962. According to the company's mission statement, Sharp is dedicated to improving people's lives through the use of advanced technology and a commitment to innovation, quality, value, and design. Sincerity and creativity are the company's two principal ideals.

According to Sharp's mission statement, "By committing ourselves to these ideals, we can derive genuine satisfaction from our work, while making a meaningful contribution to society." Sharp's creed emphasizes five basic ideas: Sincerity, Harmony, Politeness, Creativity, and Courage. The company is dedicated to the use of its unique, innovative technology to contribute to the culture, benefits, and welfare of people throughout the world.

"It is the intention of our corporation to grow hand-in-hand with our employees, encouraging and aiding them to reach their full potential and improve their standard of living," reads the Sharp mission statement. "Our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders ... indeed, the entire Sharp family." Sharp also is committed to protecting the environment and conserving energy. The corporate goal is to minimize the environmental impact of Sharp products by continually implementing and improving product technologies, designs, and programs aimed at environmental conservation.

BERTL's Best Office Awards

Recognizing the Best in Digital Imaging Technology and Innovation

For 11 consecutive years, BERTL has recognized the best devices and software in the digital imaging marketplace with BERTL's Best awards. Winners are selected after rigorous analysis of the hundreds of digital imaging devices, software, and management utilities in the world-wide marketplace.

This year, the awards are presented in three segments.

Office Awards
Software and Solutions Awards
Production Awards

Spring, 2006
Dates to be announced
Dates to be announced

BERTL's Best Office awards honor digital imaging and document management solutions for business offices of all sizes and vertical sectors. Imaging solutions covered by these office awards include:

Digital Duplicators
Executive Office MFPs
General Office Color

General Office Monochrome
Innovation Awards
Software and Utilities

BERTL's analysts review current product lines and new product introductions to identify the select group of devices and software that stand apart from the others.

Overall business process value is the key consideration in judging which product is BERTL's Best. BERTL analysts take the role of the end user and ask: "How well does this product work in my real-world business setting?"

BERTL combines its wide-ranging knowledge of the competitive landscape and contact with buyers about their product and supplier experiences to identify worthy products. BERTL analyzes network management utilities, concurrency and contention, print and copy productivity, image quality, return on investment, competitive advantage, accessibility, design and build quality, standard functions, modularity of design and upgrade path, installation, and more.

BERTL is 100 percent independent. It receives no funding from the industry and all product evaluations and reports are published at BERTL's own expense for its subscribers.

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