



2007 Pick of the Year

*Outstanding Segment 5 Monochrome MFP
(81 to 90 ppm), Spring 2007*



Sharp MX-M850



Sharp Imaging and Information
Company of America
Sharp Plaza
Mahwah, NJ 07430-2135
201-529-8200
www.sharp-usa.com

An outstanding value that offers a winning combination of impressive reliability, excellent ease of use, and good overall productivity for a surprisingly low price, Sharp's MX-M850 has won a Spring 2007 BLI "Pick of the Year" award for "Outstanding Segment 5 Monochrome MFP."

"From its highly automated setup procedures to its comprehensive and easy-to-use administrative utilities, to its well designed print drivers and control panel, the Sharp MX-M850 is truly a standout performer," said BLI Manager of Lab Testing Pete Emory.

In addition to demonstrating strong reliability in its two-month, 500,000-impression durability test, the MX-M850 also offers very good multitasking capabilities and the same excellent ease of use and superior scan capabilities as Sharp's previous MX models.

This model, which offers standard copy and optional network print, color scan and fax functionality, also offers very good print productivity. The unit features a 10.4" color LCD, mounted on an arm, which can be tilted, swiveled and adjusted to accommodate various lighting conditions. The unit's standard 3,000-sheet paper capacity can be expanded to 8,050 sheets. And when configured with an optional 100-sheet bypass tray, it can accommodate up to 170-lb. index, which is the heaviest paper weight accommodated among competitive units. This unit, which earned BLI's "Highly Recommended" rating, also features a duplexing single-pass document feeder with a 250-sheet capacity and comes standard with 1.2 GB of RAM and an 80-GB hard drive. It can be configured either with Sharp's print controller, which offers PCL 6 and optional PostScript emulation, or with a Fiery controller, which offers genuine Adobe PostScript 3, that is expected to be available in the fall.

Shane Coffey, associate director of product planning and marketing for Sharp, said, "These latest awards [for the MX-M850 and MX-M950] complete a product line that now features a 'Pick of the Year' winner in every speed class from Segment 1 through 6."

With a base price of \$30,350, BLI highly recommends the MX-M850 for an optimum monthly volume of approximately 135,000 impressions and for occasional peak usage at the manufacturer's monthly duty cycle of 500,000 impressions.

About BLI's Picks of the Year

Twice a year with its "Pick of the Year" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. In the case of document scanners, performance attributes evaluated include reliability, image processing features, ease of use, media handling, productivity, file size and value, among others. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

Buyers Laboratory Inc. ■ 20 Railroad Avenue ■ Hackensack, NJ 07601 ■ USA ■ (201) 488-0404

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