



2007 Pick of the Year

*Outstanding Segment 6
Monochrome MFP, Spring 2007*



Sharp MX-M950



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Sharp's 95-ppm MX-M950 has won BLI's Spring 2007 "Pick of the Year" award for "Outstanding Segment 6 Monochrome MFP." "This model offers phenomenal reliability," said BLI Manager of Lab Testing Pete Emory. "It completed its 500,000-impression BLI lab test with no service required. And when you consider that the MX-M950 also did not experience a single paper jam in its 500,000-impression test, these results are all the more remarkable."

Emory added, "This kind of trouble-free operation is what counts most in production environments and the MX-M950 certainly delivers." In addition, this unit and the others in Sharp's new "Hercules" series have been designed for easy serviceability, with main components that slide out of the front of the machine, eliminating the need to disassemble the device to adjust or exchange key parts.

"But reliability is just the beginning," said Emory, adding, "The MX-M950 excelled in a wide range of other performance areas, including ease of use, feedback to workstations, administrative utilities, scan functionality and print quality."

Other strengths of the Sharp MX-M950 cited by Emory include its extremely quiet operation, very high toner yield and very good feature set, all offered at a price that makes this outstanding performer an outstanding value as well.

"We are extremely pleased to have won the prestigious BLI 'Pick of the Year' award for both the MX-M850 and MX-M950," said Ed McLaughlin, president of Sharp Imaging and Information Company of America. "BLI's rigorous testing procedures re-confirm the confidence we have in the outstanding performance and reliability of our new high-speed MFPs."

With a base price of \$32,600, BLI highly recommends the MX-M950 for an optimum monthly volume of approximately 175,000 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.

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