

READY TO INCREASE PRODUCTIVITY.

ACCESS APPLICATIONS

CUSTOMISE WORKFLOW

LINK TO DOCUMENTS

ENHANCE PROCESSES

INCREASE EFFICIENCY

AUTO  
ORIGINAL

AUTO  
EXPOSURE

AUTO A4  
PAPER SELECT

100%  
COPY RATIO

PRODUCTIVITY THROUGH  
INTEGRATION

ENHANCE PROCESSES

## EFFORTLESS INTEGRATION

Sharp's reputation for creating new ways to help people work faster, smarter and more efficiently is well earned. And that's especially true when it comes to our award-winning Multifunctional Peripherals (MFPs). Take our Open Systems Architecture (OSA), for instance. Sharp OSA® extends the functionality of our MFPs by letting you integrate them not just with your network but seamlessly with your core business applications.

### Improved productivity

With a Sharp OSA-enabled MFP you could, for example, scan an invoice, add your own notes and transfer it to your accounts system for processing, all in a single operation and without going anywhere near your PC. Couple that with rigorous access control and detailed job accounting, plus proven reliability and a range of powerful productivity tools, and you start to see just what a difference a Sharp MFP will make to your business. And that's just one example.

Our Sharpdesk software makes life even easier with a personal scanned image and electronic file management system, direct from your desktop and, thanks to a comprehensive set of tough security features, Sharp's solutions are ideal for even the most security-conscious environments.

The bottom line? Wherever information needs to be captured, integrated, stored, moved, shared and used, Sharp lets you do it efficiently and cost effectively.

## INDEPENDENT VALIDATION

- BERTL's Best 2007 Award Winner for the 4th consecutive year - Most secure MFP range
- Outstanding Achievement Award from BERTL - 5 Stars across Entire Colour MFP Line
- BLI Pick of the Year 2006 Award - Most Outstanding Business Colour MFP Line
- BLI Pick of the Year 2006 Award - Outstanding Security Solution (MX-FRX1)





## DISCOVER AN ENTIRELY **NEW** WAY OF WORKING

In this demanding, ever more competitive world, having fast, easy access to critical business systems is more important than ever. That used to mean sitting at your workstation. But not any more.

A Sharp OSA-enabled MFP gives you a walk-up window into your networked business applications right from the front panel display, giving you immediate access to what you need, when you need it. Thanks to Sharp OSA, the MFP has evolved into a bridge between your applications and the way you use them, opening a whole new dimension of productivity in the workplace.

Sharp OSA has three Soft Key modules, each of which extends the functionality of the MFP in a different way.

The **Application Integration Module** lets users add data to scanned documents before sending them directly to applications for processing or archiving.

The **Application Communications Module** lets remote applications create, configure and execute scanning and printing jobs on the MFP.

The **External Accounting Module** tracks usage by individuals and workgroups, as well as giving administrators the ability to restrict usage according to individual access rights.



INCREASE EFFICIENCY



## APPLICATION INTEGRATION MODULE (AIM)

The application integration module lets you add metadata when you're scanning documents. At the simplest level, this data could just be a record of your name and the subject matter: as a fax cover sheet, for example. But that's just one option.

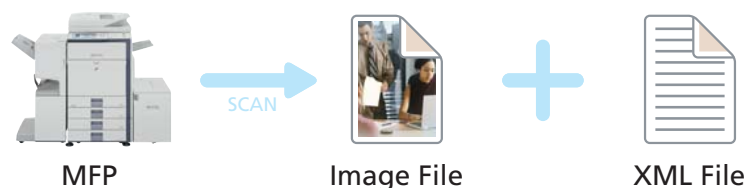
More sophisticated applications could include adding a description of a scanned image or a project reference which can be used by the remote application. And if you use a document management or workflow system that can interpret XML attribute data, AIM will let you scan documents directly to the correct destination in a single operation.

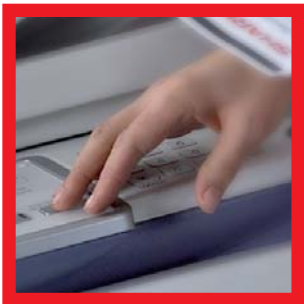
### Ideal for

Any organisation that wants to add data to scanned documents in a single operation for more efficient faxing and filing.

### Application example

*Anyone who has to collate, manage and process information from a variety of sources will be able to work more quickly and with greater accuracy with the Application Integration Module. A project manager, for example, can scan a variety of documents that relate to a given project, add the relevant metadata and distribute them to a particular folder in a single operation. It keeps everything in one place ready for instant retrieval.*





## APPLICATION COMMUNICATIONS MODULE (ACM)

With ACM a remote application can take control of the MFP and use it as an input, output, scanning or display device. Your staff could use it, for example, to access records from your customer database.

Rather than returning to a PC, loading the application, performing a remote scan, adding data and uploading to a database, or searching, clicking print and finally walking back to the MFP to collect the printout, the user can perform the whole operation directly from the front panel display. ACM lets you work with any application and any information that's networked to your servers directly from the MFP.

Your staff could use it, for example, to scan documents straight into your customer database or document archive system, or use the front panel display to search for and retrieve documents across the network for immediate print out.

### Ideal for

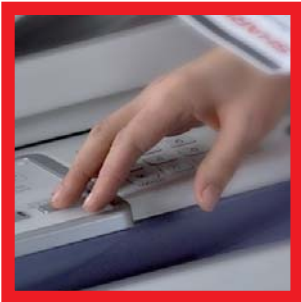
Any organisation that wants to reduce costs, improve productivity and streamline the flow of information by integrating their MFPs with existing business applications.

### Application example

*The Application Communications Module means that an OSA-enabled Sharp MFP can be used as a menu driven information kiosk. A hotel or estate agent, for example, could use it to let people search for and get print outs of local maps, directions and other useful information.*



# ACCESS APPLICATIONS



## EXTERNAL ACCOUNTING MODULE (EAM)

EAM uses bidirectional communication with a server application to let you control who has access to the different features of your MFP. You might want to restrict the use of colour to certain individuals or workgroups, for instance, to keep costs down. Once the operator logs on at the front panel display he or she is able to use the features for which they have been individually authorised.

EAM can also report usage statistics back to the server application, making it ideal for analysing costs by individual and department, and for cross-charging or billing where appropriate.

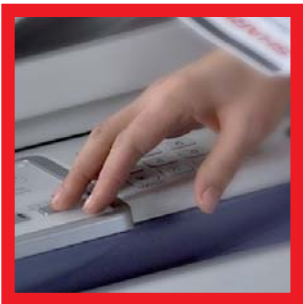
### Ideal for

Any organisation that wants to control or track the use of its MFPs, reduce costs, analyse and/or charge for usage, or improve document security.

### Application example

*The External Accounting Module makes it easy to keep a precise record of individual usage. Any business, such as a firm of lawyers, for example, that is in the practice of billing clients for the copying, printing, scanning or faxing documents could use the information it records to prepare accurate invoices.*

A screenshot of a software dialog box titled "OSA ACCOUNTING - LOGIN". The dialog has a "Cancel" button and an "OK" button in the top right corner. The main area contains the text "ENTER LOGIN INFORMATION..." followed by two input fields: "Username" and "Password". To the right of the dialog, there is a small illustration of a multi-function printer (MFP) with a document being processed.



## REDEFINING THE MFP CONCEPT

By giving you the ability to access your networked applications directly from the MFP's LCD panel, Sharp OSA lets you work more efficiently and productively by completing multi-step processes in a single operation. With this innovative, second-generation technology, your MFP becomes a gateway into your network; providing fast, flexible access to applications even when you're away from your desk.

What's more, our Sharp OSA-enabled MFPs allow you to control access and track usage more effectively by offering tighter integration capabilities for network security and accounting applications.

In other words, Sharp OSA transforms your Sharp MFP into something much more: a flexible resource that lets you work smarter and faster and which can evolve as your business needs change.

### Sharp OSA at a glance

- *Seamless integration between your MFPs and network applications to automate tasks and save time.*
- *Centralised applications minimise set-up and installation on multiple MFPs.*
- *Streamlined workflow increases efficiency by reducing the number of individual tasks.*
- *Tighter integration between your IT assets maximises your return on investment.*
- *Faster deployment of new solutions with industry standard programming*

CUSTOMISE WORKFLOW



## MORE OPPORTUNITY, MORE SUPPORT, MORE VALUE

More than just a feature set of the MFP, Sharp OSA provides developers with a suite of powerful tools to truly customise document workflows. And thanks to our wide-reaching relationships with a growing range of software developers and resellers, you can be sure of finding a solution that's just right for you.







## WORKING THE WAY YOU WANT TO

There are four ways in which you can implement Sharp OSA within your organisation, depending on the applications you have.

### **Plug-in for our partners' applications**

If you are already using one of the applications developed by our partners that are compatible with Sharp OSA, all you need to do is buy and install the appropriate plug-in.

### **New applications**

If you're looking for a complete solution consisting of new application software and Sharp OSA enabled MFPs, we'll be happy to advise you about the various products that are available.

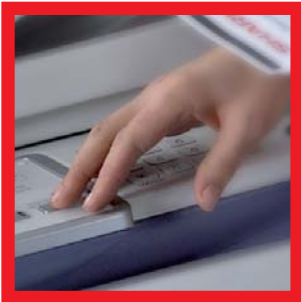
### **Other standard applications**

Sharp is working with a variety of software developers to help them add support for Sharp OSA to their solutions. If the authors of the application that you're interested in have not yet joined the Sharp Partner Network, we'll be happy to discuss potential membership with them.

### **Bespoke applications**

If you are using bespoke software that was uniquely developed for your organisation we can provide a software development kit and, if necessary, programming support to develop a custom plug-in for you.

LINK TO DOCUMENTS



## INSIDE SHARP OSA GETTING TECHNICAL

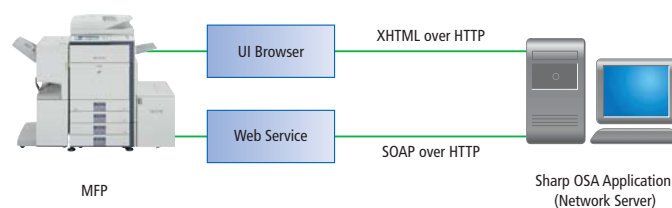
Sharp OSA leverages the versatility of XML, SOAP and XHTML for streamlined development and broad platform compatibility. Using a standard web application development model, developers can quickly and easily create applications that can dynamically display custom user menus on the MFP's LCD panel. These applications can also control the functions of the MFP.

The custom menus, which are defined in XHTML, are provided by the application to a web browser on the Sharp OSA-enabled MFP. MFP operators can interactively navigate and communicate with the application screens, just as they would from their PCs.

Applications can also control MFP functions using a Web Service. The Sharp OSA Web Service allows applications to send commands formatted in XML/SOAP to the MFP for configuring and executing jobs, enabling and disabling features, and retrieving status information.

Because all application code runs on the network server rather than the MFP, you'll have more storage capacity and increased processing speed to handle even the most complex applications. Plus, there's no costly middleware, which means that third-party applications can be deployed with minimal time and investment.

### The Sharp OSA Architecture





SHARP OPEN SYSTEMS  
ARCHITECTURE

**SHARP**

# SHARP OSA FEATURES OVERVIEW

General Information	MX-M350 MX-M450 <sup>1</sup>	MX-M550 MX-M620 MX-M700 <sup>2</sup>	MX-1800N MX-2300N MX-2700N	MX-3500/01N MX-4500/01N	MX-5500N MX-6200N MX-7000N
Speed	35/45 ppm	55/62/70 ppm	18/23/27 ppm b/w 18/23/27 ppm colour	35/45 ppm b/w 35 ppm colour	55/62/70 ppm b/w 41 ppm colour
Function <sup>3</sup>	Print/Copy/Scan/Fax	Print/Copy/Scan/Fax	Print/Copy/Scan/Fax	Print/Copy/Scan/Fax	Print/Copy/Scan/Fax
Printer Controller	Standard <sup>4</sup>	Standard <sup>5</sup>	Standard	Standard	Standard
Network Card (TCP/IP 10/100)	Standard <sup>6</sup>	Standard <sup>6</sup>	Standard	Standard	Standard
Network Scanning Expansion Kit	MX-NSX1	MX-NSX1	Standard	Standard	Standard
<b>Application Integration Module (AIM)</b>					
XML attachment	Yes	Yes	Yes	Yes	Yes
<b>Application Communication Module (ACM)</b>					
Custom user interface display (template-based)	Yes	Yes	Yes	Yes	Yes
Programmatically configure scan job	Yes <sup>7</sup>	Yes <sup>7</sup>	Yes	Yes	Yes
Receive event notifications	Yes	Yes	Yes	Yes	Yes
Programmatically execute scan job	Yes <sup>7</sup>	Yes <sup>7</sup>	Yes	Yes	Yes
<b>External Account Module (EAM)</b>					
Authenticate all MFP users (walk-up and remote)	Yes	Yes	Yes	Yes	Yes
Track total clicks for copy, print, scan, fax jobs	Yes	Yes	Yes	Yes	Yes
Track clicks by page size for all MFP jobs	Yes	Yes	Yes	Yes	Yes
Track clicks by colour for all MFP jobs	-	-	Yes	Yes	Yes
Receive event notifications	Yes	Yes	Yes	Yes	Yes
Enable MFP features by user	-	-	Yes	Yes	Yes
Limit number of clicks per job	-	-	Yes	Yes	Yes
SSL-encrypted communication (HTTPS)	Yes	Yes	Yes	Yes	Yes
SSL-encrypted file delivery (FTPS)	Yes	Yes	Yes	Yes	Yes
SSL certificates	Yes	Yes	Yes	Yes	Yes
Sharp-issued key required to use interface	Yes	Yes	Yes	Yes	Yes
Data Security Kit Support for OSA	Yes	Yes	Yes	Yes	Yes

1) U model requires MX-NBX2 or MX-NBX3. 2) U model requires MX-NBX1. 3) Some functions require optional equipment. 4) Optional on U series (MX-NBX2 or MX-NBX3). 5) Optional on U series (MX-NBX1). 6) Network option part of Printer option. 7) Requires Network Scanning Expansion Kit

Specification subject to change without notice