

PRESS RELEASE

Sharp sets out to capture larger share of the black & white A3 MFP market

Three new machines offer increased office productivity to small and medium workgroups

Hamburg, May 2012. **Sharp has reaffirmed its commitment to the black & white A3 market with the launch of three MFPs designed to increase productivity by enabling faster, more efficient workflows. The machines, which are based on the platform that the manufacturer uses in some of its popular colour workgroup MFPs, offer advanced functionality with a wide range of extra-value options and upgrades.**

The MX-M354N, MX-M314N and the MX-M264N, which can print and copy at speeds of up to 35, 31 and 26 pages per minute respectively, feature network colour scanning as standard, supported by a range of tools for capturing, distributing and sharing data.

“Fast print speeds are important but they’re really just a starting point when it comes to productivity,” said Marc Brion, European Product Planning Manager, Sharp Digital Document Systems Europe. “To make your workgroup truly efficient you need the scanning - and device and document management capabilities - that are more typically found in high-end colour machines. And that’s what makes these latest MFPs stand out from the crowd.”

Paper-free workflows

The efficient double-sided scanning capabilities of the new machines will help businesses to implement efficient, paper-free workflows that make it easy for people to capture, share and use information that would otherwise be locked into paper documents. This is particularly effective when the optional Sharp OSA® (Open Systems Architecture), which integrates MFPs with networked business applications, has been installed.

An integrated document feeder - supplied as standard – can process batches of originals at rates of 50 (single-sided) or 20 (double-sided) originals per minute. Users can scan in the format of their choice directly to a PC desktop, multiple email recipients, an FTP server, a network folder, a USB stick or an optional internal hard drive. A one-touch ‘Scan to Me’ function lets people send copies to their own email address.

The scanning functions of the new MFPs are complemented by a number of useful document management and finishing capabilities. Job Build lets people scan large numbers of documents in easily manageable batches ready for combining into a single job. Proof Copy lets them check the first set of copies before committing to a full run. And Electronic Sorting with Offset Stacking

keeps every job neat and free from mix-ups. A space-saving inner finisher can also be specified, for producing finished documents without the need for a bulky external unit.

Ease of use: a design priority

Each model has a range of features, tools and optional extras to help everyone in the workgroup get maximum benefit from the MFP. A 7.0" colour touch screen with thumbnail previews makes every operation simple and there's a stylus pen for precise control. The paper draws have easy grip handles for extra comfort and convenience and a retractable keyboard can be added for easy data entry.

There are also a number of tools for trouble-free administration and support, including Sharp Remote Device Manager and Remote Access Control Panel, which allow for web-based control and technical support as well as giving support staff the ability to remotely view and operate the front panel display without leaving their desks. In addition, the new MFPs can be used with the recently released Sharp OSA Network Scanner Tool. This improves office productivity by using 'Job Profiles' which can replace multi-step, multi-platform workflows with an automated single-touch process.

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