



Sharp MX-B400P Outstanding Large Workgroup Monochrome Printer



**Sharp Imaging and Information
Company of America
Sharp Plaza
Mahwah, NJ 07495-1163
www.sharp-usa.com**

The Sharp MX-B400P was honored with a Summer 2010 BLI "Pick" award for, among other things, its flawless reliability performance during BLI's two-month, 75,000-impression lab evaluation, as well as an impressively robust standard feature set and a supplies cost per page that is among the lowest in its competitive group.

"The MX-B400P's multifunction counterpart, the MX-B401, earned a 'Pick' in our last round of awards, and considering the MX-B400P's outstanding performance in so many areas, it's only natural that this newest monochrome member of Sharp's Frontier family would win a 'Pick' as well," said Marlene Orr, BLI's senior printer analyst.

"I'm not easily impressed, but the MX-B400P exceeded my expectations on many levels. Start with its flawless reliability performance, add in its crisp, clean output, robust security features and remarkable overall value proposition, and you have the recipe for success," said BLI Associate Editor Carl Schell. "Topping it off, Sharp incorporates an open architecture design and integration with Sharp OSA® applications to allow users to integrate software to customize workflows and increase worker productivity."

The MX-B400P, which has a suggested retail price of \$3,595, combines powerful features and performance with a strong suite of administrative utilities that make it simple to integrate into an existing fleet. For example, Sharp Printer Administration Utility 5 lets dealers perform remote firmware upgrades and obtain scheduled meter reads easily, and Sharp Remote Front Panel lets administrators view the printer's control panel display remotely. Also contributing to the MX-B400P's selection as a Summer 2010 "Pick" are its outstanding feed-back to workstations (including accurate paper and toner gauges in increments of 1 percent), simple paper- and toner-changing procedures, and an available space-saving internal finisher.

"With the MX-B400P being awarded 'Outstanding Large Workgroup Monochrome Printer,' Sharp has now had every model in our Frontier series win one of BLI's prestigious 'Pick' awards," said Gary Bailer, Sharp Imaging and Information Company of America's associate director, A4 MFPs. "Being recognized by a leading industry organization like BLI truly validates Sharp's design, engineering and production capabilities and is a tribute to the world-class products we provide."

"The MX-B400P is an ideal choice for a busy large workgroup environment looking for a powerful monochrome printer that offers a combination of high-performance features and low operating costs," said Orr. BLI highly recommends this printer for environments with monochrome volumes of up to 8,000 impressions per month.

About BLI's Picks

Twice a year with its "Pick" 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 half the monthly duty cycle over 15 days, with five days at the maximum daily 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 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. 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" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

Buyers Laboratory Inc.

Michael Danziger
CEO

Mark Lerch
COO

Anthony F. Polifrone
Managing Director

Daria M. Hoffman
Managing Editor

Lynn Nannariello
Asst. Managing Editor

Jamie Bsales
Senior Product Editor, Solutions

George Mikolay
Senior Product Editor, A3/Copier MFPs

Marlene Orr
Senior Printer Analyst

Lisa Reider
Senior Product Editor,
Scanners and Environmental

Jennifer DeFeo
Associate Editor

Tracie Hines
Associate Editor

Carl Schell
Associate Editor

Marc Bussanich
Assistant Editor

Dmitry Sheynin
Research Editor

Pete Emory
Manager of
Laboratory Testing

Pia Beddiges
Manager of Competitive Services

Ken Nardone
Technical Manager, Field Testing

Anthony Marchesini
IT Director

T. R. Patrick
Art Director

Jon Bees
Director of Strategic
Marketing Products

20 Railroad Avenue ■ Hackensack, NJ 07601 ■ (201) 488-0404



Sharp MX-C400P

Outstanding Large Workgroup Color Printer



**Sharp Imaging and Information
Company of America**
Sharp Plaza
Mahwah, NJ 07495-1163
www.sharp-usa.com

Highly reliable and easy to use, the Sharp MX-C400P is the winner of the Summer 2010 "Pick" for "Outstanding Large Workgroup Color Printer." While the legal-size laser unit misfed only once over the course of 75,000, with no service of any kind required, and it proved easy to use from the drivers and at the control panel, these are but the tip of the iceberg.

Color print quality is another highlight, with bright saturation in business graphics and natural-looking flesh tones in photographic images. "I was quite impressed, especially with the high grade for photo output," said BLI Manager of Laboratory Testing Pete Emory. "In all my years in at Buyers Lab, I've seen few devices that earn an excellent rating in this category."

Positioned by Sharp as a "vehicle for MPS," the device is designed to let service providers choose to replace the drums and developer units, or allow customers to do so on their own. "This speaks to the unit's flexibility," said BLI Associate Editor Carl Schell. "The Sharp OSA® embedded platform, lets organizations integrate software developed by Sharp or ISVs with the MX-C400P, helping streamline workflows and letting dealers automate meter reads and receive real-time diagnostics via the Sharp iDVM (Intelligent Device Management) system. Users can also print various file types directly from a USB stick, the standard 80-GB hard drive, a network folder and FTP, as well as the embedded Web page." Even the optional finisher, which can staple up to 30 sheets per set in the upper-left corner, is another example of versatility: Because the finisher is of the internal variety, the unit can be placed in a multitude of areas thanks to its relatively small footprint.

Two other critical points are black print quality and productivity. Characters were fully formed, dark and sharp; closely spaced fine lines were distinct and lines were of a consistent thickness; and grayscale could be seen over a broad range. And actual running speeds when using the PCL 6, PostScript 3, and PPD drivers to output the job stream, which replicates typical usage in a multi-user environment, were faster than average for the competitive group. In short, "the MX-C400P can easily handle the demands of general office use," Schell said.

Environmentally speaking, the unit is ENERGY STAR-qualified and has a toner-save mode in the drivers so organizations can extend the life of the cartridges. In addition, standard automatic duplexing contributes to less paper consumption. The MX-C400P boasts a host of standard security features such as IPsec, SSL Encryption, IP/MAC address filtering, IEEE 802.1x authentication and protocol and port management. Sharp also offers an optional data security kit that encrypts document data using AES encryption and erases the temporary memory on the hard drive by overwriting the encrypted data up to seven times.

"This award is a true testament to Sharp's technology, which enables the MX-C400P to perform at such outstanding levels of quality," said Gary Bailer, associate director of A4 MFPs for Sharp Imaging and Information Company of America. "Our goal was to provide the large workgroup audience with a color printer they can depend on to consistently produce the best-in-class print quality, no matter how demanding the job. Based on the great customer feedback we've received and BLI's rating, we've been able to achieve just that."

BLI highly recommends the Sharp MX-C400P for offices with monthly volumes of up to 8,000 impressions.

About BLI's Picks

Twice a year with its "Pick" 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 half the monthly duty cycle over 15 days, with five days at the maximum daily 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 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. 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" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

Buyers Laboratory Inc.

Michael Danziger
CEO

Mark Lerch
COO

Anthony F. Polifrone
Managing Director

Daria M. Hoffman
Managing Editor

Lynn Nannariello
Asst. Managing Editor

Jamie Bsales
Senior Product Editor, Solutions

George Mikolay
Senior Product Editor, A3/Copier MFPs

Marlene Orr
Senior Printer Analyst

Lisa Reider
Senior Product Editor,
Scanners and Environmental

Jennifer DeFeo
Associate Editor

Tracie Hines
Associate Editor

Carl Schell
Associate Editor

Marc Bussanich
Assistant Editor

Dmitry Sheynin
Research Editor

Pete Emory
Manager of
Laboratory Testing

Pia Beddiges
Manager of Competitive Services

Ken Nardone
Technical Manager, Field Testing

Anthony Marchesini
IT Director

T. R. Patrick
Art Director

Jon Bees
Director of Strategic
Marketing Products

20 Railroad Avenue ■ Hackensack, NJ 07601 ■ (201) 488-0404