

## **SHARP EXPANDS BREAKTHROUGH COLOR MULTIFUNCTION COPIER LINE WITH HIGH-VOLUME MODELS**

PHILADELPHIA, PA, May 16, 2006 -- Sharp Document Solutions Company of America (SDSCA) today introduced three high-end workgroup systems - additions to the MX Series color MFP (multifunctional peripheral) series that debuted earlier this year. The new models, MX-5500N, MX-6200N and MX-7000N, have enhanced features including copier speeds ranging from 55 to 70 PPM and a larger color LCD display for easy option viewing and programming. All MX MFPs have an advanced, scalable engine design and support the innovative Sharp Open Systems Architecture (Sharp OSA). The new models are based on Sharp's award-winning MX Series design.\*

The MX-5500N, MX-6200N and MX-7000N offer cost-effective color output at print and copy speeds up to 41 PPM on all models, as well as advanced functionality available previously on Sharp's monochrome models. The MX Series models support Sharp's revolutionary Sharp OSA, for seamless integration with network applications, as well as Sharp's award-winning\*\* security suite. All models come with 24-hour support from My Sharp, a dedicated customer training Web site.

"The MX line provides customers with a wealth of convenience features and advanced color output speed without sacrificing functionality," said Mike Marusic, Vice President, Marketing, SDSCA. "Designed to bring color into large offices and workgroups, the new high-volume MX Series features the new Sharp OSA, which allows businesses to seamlessly integrate their MFP into back-end systems or simply add a higher level of customization to their MFP functionality. This represents a giant leap in MFP integration."

### **Full Featured, Powerful MFPs Meet Large Business Needs**

Built for heavy volume, the new MX Series models all output color projects at 41 PPM and have B&W speeds ranging from 55 PPM (MX-5500N) to 62 PPM (MX-6200N) to a powerful 70 PPM (MX-7000N). All three models can complete jobs quickly using Sharp's Color Scan2™ technology that minimizes paper handling while maximizing performance and providing faster scan speeds. To keep print and copy jobs processing efficiently, these networked MFPs have the highest on-line paper capacity in their class – up to 6,600 sheets – and a 150-sheet document feeder.

The MX Series MFPs enable users to print color or black and white files directly from a USB memory device, such as a thumb drive. Customers can also scan a document on the MFP and save it directly to a USB memory device in popular formats such as TIFF, JPEG, PDF and encrypted PDF. Other USB-based features include device installation cloning and firmware updates through a USB memory device.

The new flagship document systems provide exceptional performance with standard features including copy, print, scan and document filing. All models in the MX Series line utilize Sharp's multitasking controller technology with multiple job queuing to process copy, print and scan jobs more efficiently. These models offer an optional Fiery Print Controller to produce graphics-quality color with enhanced color depth using Fiery tools and software.

"Sharp integrated some of the most advanced features available today into one, streamlined design. However, we realize the importance of ease-of-use for individual users," noted Marusic. "To meet the individuals' needs, the MX Series features a customizable user interface that allows for key functions and features to be placed at the

top of the menu and tailored for each user.”

### **Network Security**

Since MFPs are an integral part of the networked office, organizations need to ensure they are protected with the same or greater level of security as their PC’s. Sharp offers industry-leading security for these network-attached MFPs, which can be enhanced through data security kits that encrypt document data using 128-bit encryption and erase the memory of a document on the hard drive by overwriting encrypted data up to seven times.

For added security, MX Series MFPs all have accounting and management tools to ensure that only authorized users can access the machines. User accounts can be customized to better manage machine usage and related costs by setting limits on different features, such as color copying. The MX Series can also be configured to require users to log into a corporate network, using LDAP protocols, via a virtual QWERTY keyboard on the MFP’s large 10.4-inch LCD screen or an optional external USB keyboard before they can copy, scan, fax or e-mail.

### **Custom Application Integration with Sharp Open Systems Architecture**

Sharp Open Systems Architecture (Sharp OSA) is a development platform that opens the door to a broad array of value-added functionality and flexibility to deliver the power of customization to the customer. Sharp OSA leverages the inherent interoperability of Web services design to enable Sharp, its dealer network and ISV partners to meet customer needs effectively.

Sharp OSA streamlines document workflow and enhances productivity by making Sharp MFPs a gateway for document-based business communications, enabling customers to automate tasks and save time. For example, businesses can scan an invoice on the MFP and integrate that invoice into an accounting software package instantly to process payments without user intervention at the desktop. Additionally, Sharp OSA-enabled MFPs allow companies to control access and track usage more effectively by offering tighter integration capabilities for areas such as network security and accounting.

Sharp partnered with independent developers to integrate all types of applications with Sharp MFPs. For faster deployment, Sharp OSA uses industry-standard protocols such as XML and SOAP, which allows the MFP to communicate with business-critical programs such as document management systems and workflow software, as well as perform expanded tasks on the network.

### **Superior Image Quality and Finishing Options**

For superb reproduction quality, Sharp’s micro-fine toner technology and advanced image stabilization for enhanced image definition deliver outstanding output on every page. The MX Series also monitors ambient conditions, such as humidity and temperature, during the imaging process to ensure optimal image quality and color balance.

To collate, sort, staple and otherwise finish outputted jobs with a professional look, the new MFPs offer a choice of finishing selections, including a staple finisher or saddle-stitch finisher plus available sheet inserter. All three models have three-position stapling and three-hole punching options.

### **Dedicated My Sharp Support**

The MX Series models come with My Sharp support, customized by Sharp’s independent dealers to match the features of customers’ MX Series MFP. Customers visit their personalized My Sharp page to see more than 50 Web demonstrations that walk the user through typical and not-so-typical product usage and service questions. My Sharp also provides online access to user manuals and supply information so customers can get the information they need anytime with a few simple keystrokes.

**Availability**

The new MX-5500N, MX-6200N and MX-7000N high speed workgroup color document systems will be available this summer from authorized Sharp dealers. For more information about the complete line of Sharp document solution products, contact Sharp Document Solutions Company of America, Sharp Plaza, Mahwah, N.J. 07430, or call 800-BE-SHARP.

View all [Corporate Copiers](#).

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\* Sharp received four BERTL Five Stars Exceptional awards for the MX Series models MX-4501N, MX-3501N, MX-2700N and MX-2300N.

\*\* Sharp was awarded a BERTL's Best of 2005 Award for "Best Security Solution Suite."