

Sharp MX-2310U

Outstanding 21- to 30-ppm A3 Colour MFP



Sharp Digital Document Systems
European Solutions Business Centre
(ESBC)
4 Furzeground Way
Stockley Park
Uxbridge, Middx UB11 1EZ

Offering colour print output quality that is superior to that of most business colour devices tested, as well as flawless reliability and outstanding ease of use, the Sharp MX-2310U is BLI's Winter 2012 "Pick" for "Outstanding 21- to 30-ppm A3 Colour MFP."

"Only a relatively small number of business colour models tested by BLI have achieved the level of excellence attained by the MX-2310U when it comes to producing colour photographic output," said Lynn Nannariello, BLI's assistant managing editor. "Colours were bright and saturated, yet flesh tones remained natural-looking. Output was also smooth and sharp, and colour halftone range exhibited distinct separation between all levels."

The device proved highly reliable during BLI's durability test, producing 100,000 impressions without a single misfeed or service of any kind required. The MX-2310U also earned high marks for its print drivers and feedback to workstations. "The easy to use print drivers offer a paper gauge, pop-up error and job-status notifications, as well as icon alerts to notify users of error conditions," said BLI Manager of Laboratory Testing Pete Emory. "Administrators will also appreciate the ease with which drivers are installed, thanks to easy-to-follow, menu-driven instructions."

The MX-2310U also proved very easy to use from its full-colour touch screen, which provides ample room for menu choices and an easy-to-navigate menu system. Furthermore, the touch screen can be customized so that the most commonly used features can be placed on the main screen. In addition, the device offers a good feature set that includes optional hard drive overwrite and encryption. Also noteworthy is that the device features Sharp OSA (Open Systems Architecture) so it can be configured to integrate with customers' document management and other types of applications to automate workflow.

"Sharp is very pleased to receive the BLI 'Pick' award for the MX-2310U," said Yosuke Kashu, market and product information manager for Sharp Digital Document Systems

Europe. "This affirms that the MX-2310U represents the best in value, features and reliability in the 21- to 30-ppm A3 colour MFP category with its amazing image quality, robust multi-tasking controller, advanced security features and environmentally-friendly design."

The Sharp MX-2310U is highly recommended by BLI for an optimum monthly volume of 13,500 impressions.

About **BLI Pick Awards**

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. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity 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" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

BUYERS LABORATORY

North America • Europe • Asia

Michael Danziger
CEO

John Donnelly
Managing Director—International

Buyers Laboratory LLC
info@buyerslab.com

Mark Lerch
COO

Pete Emory
Manager of Laboratory Testing

BLI International (UK) Ltd.
bliEurope@buyerslab.com

Anthony F. Polifrone
Managing Director

David Sweetnam
Head of Research and Lab Services,
BLI's UK Lab

BLI International Ltd.
bliAsia@buyerslab.com

Daria M. Hoffman
Managing Editor