

SHARP CORPORATION – A CENTURY OF PRODUCTION EXPERIENCE FOR THE BENEFIT OF RUSSIAN CONSUMERS

Sharp Electronics Russia

Sharp Corporation – one of the leaders on the printing equipment manufacturing World Market with more than a century of production experience offers Russian companies a large range of equipment with the most advance features and functions needed to produce high quality results. The company engineered and presented to the Russian Market complex solutions for different segments of users – from small and compact MFPs functioning effectively in small offices or homes to large industrial systems for printing, scanning, and finishing. Sharp's own development, OSA (Open Systems Architecture), allows all manufacturers' modern MFPs to be easily integrated into corporate networks and business applications of Russian companies.

The line of Sharp's modern MFPs starts with A4 **AL-1035-WH** model. This is a compact desktop MFP. It is actually so light, that you can take it anywhere with you. The combination of all four functions (printing, copying, scanning, and scanning to USB devices) in one compact device turns AL-1035-WH into perfect solution for users that need compact and mobile MFP (422x291x130mm, weight – 7 kilos) for everyday use. This model provides monochrome printing up to 10 ppm speed with resolution of 600 dpi on a paper with a density of 56-128 grams/sq.m, as well as copying with 50-141% scaling, full-color scanning. The device is compatible with most versions of Windows OS.



A3 **Sharp AR-5618/N/D, AR-5620N/D, AR-5623N/D**

models demonstrate exceptional performance and can be recommended for using in middle-sized offices of Russian companies or within workgroups. These models are designed for A3 documents with copying/print speeds of 18/20/23 ppm respectively (600 dpi). They are capable of two-sided printing/copying as a standard feature. All three models have a direct feeding paper tray with a capacity of 100 sheets (paper density – up to 200 grams/sq.m) for envelope and other special media printing. The machines are capable of full-color scanning. Also they are Energy Star compliant in regard to power saving and usage cost reducing.

A3 Sharp **MX-M264N/ MX-M314N/ MX-M354N** line combines the most up-to-date technical characteristics and functionality with the simplicity of usage. The machines can be recommended for usage in middle-sized and large Russian companies or within large workgroups. These devices allow printing/copying of A5-A3 documents at speeds of 26/31/35 ppm respectively (600 dpi). They provide the possibility of tandem-type connection between the models, allowing users to perform tasks at double speed. The devices are capable of network printing as well as two-sided printing/copying as a standard feature (scaling – 25-400%). The automatic sorting and stack shift-





ing operation ensure precise copies separation leaving no room for occasional intermixing. Several features that allow users to manage MFP from the web-page considerably simplify the process of usage. One look at the screen allows you to evaluate the task and its place in the queue of tasks, long-distance diagnostics function allows to track MFP's functioning through web-browser and immediately alerts user if there is a need for service maintenance. The function of long-distance management (web-management) provides controlling of Sharp's MFP through web-browser. Through web-access the user can see a control panel image on his computer's screen and operate with it, controlling the device, changing settings, analyzing and correcting problems. Self-adjusted function of automatic turning-off prevents excessive power consumption.

Monochrome digital A3 Sharp **MX-M283N/ MX-M363N/ MX-M453N/ MX-M503N** MFPs – are high speed printing systems designed for high speed printing/copying (28/26/45/50 ppm) with 600x600 or 1200x1200 dpi resolution. 80Gb hard-drive and powerful processor allow to perform the most complex tasks and the standard 1100 sheet capacity can be changed into 5600 sheet capacity by the user for uninterrupted printing. These models are supplemented with the most up-to-date developments by Sharp Corporation in the field of laser printing. Duplexing unit allows having smaller footprint and greater savings. Direct USB printing is useful when printing from memory stick without a computer. Direct XPS/PDF/TIFF/JPEG-files printing saves a considerable amount of time, tandem-type printing network function doubles the output speed when using two MFPs within one network. Additionally there are: network printing function with Gigabit Ethernet support, standard usage of PCL 5e and PCL 6 languages or PostScript 3 emulation (optional). The same solution perfectness can be found in the copying functions: quick first page output (3.9 or 4.6 seconds depending on the model), high-speed automatic original feeders with 100 A3 sheets capacity, mixed format originals copying mode, automatic sorting and stack shifting, image editing function (including multi-copy, poster copying, image repetition, mirror image functions, etc.), test copying function (allows printing test copy of the documents-set for checking before replication), as well as cover/lamination insertion function. Incorporated into these models are the full-color network scanning function, powerful workflow managing 'Sharpdesk' system, multilayered data protection technology, (one of the best in the industry) which no doubt will be popular among Russian corporate users.



A3 Sharp **MX-M850/ MX-M1100** models set new standards in high-speed monochrome document printing. 85/110 ppm print speeds, simplicity of usage, together with enormous printing capacity (up to 500000 pages per month), huge paper load capacity (up to 8050 sheets), tandem-type network functions, and large spectrum of finishing and binding units (different types of stitching, binding, cover insertion, back treatment, etc.) make these machines ideal for the simplest as well as for the most complex tasks. These unique MFPs with solid multi-level confidential

data protection system are ideal for financial organizations. The state companies will appreciate low usage costs and flexibility of these devices. Impressive productivity and low maintenance costs make these machines attractive for educational establishments. Highly reliable, servicing simplicity, wide range of finishing features make them essential in the field of reprography and small offset printing.

Also quite impressive are full-color printing, copying and scanning **Sharp MX-1810/MX-2010/MX-2310/MX-3111** A3 MFPs. They provide full-color printing and copying at 18/20/23/31 b/w or color ppm speeds with 9600x600 dpi resolution and highest quality of the prints (due to the improved image replication system that uses new second-generation toner and developer – Mycrostoner – HG). These integrated workflow managing systems include Sharp OSA platform, which gives a possibility for user to create applications according to his specific requirements. To fully protect the user's data Sharp's specialists developed multi-layered security system that eliminates any possibility of intellectual property 'leaking' or unauthorized access to the information stored in MFP's memory. These models can be used as network printers with the latest



operational systems and network protocols (even with mixed OS surrounding). These models boast convenient preview and editing modes, tandem-type printing and copying network functions, large paper load capacity (up to 2100 sheets), high-speed color scanning (50 originals per minute).

Even more powerful both engineer-wise and functionality-wise are the A3 Sharp **MX-2610/MX-3110/MX-3610** models. They have speeds (both b/w and full-color) of 26/31/36 ppm with resolution equivalent to 9600x600 dpi (copier)/1200x1200 dpi (printer), and

produce highest quality of prints (due to the improved image replication system that uses new second-generation toner and developer – Mycrostoner – HG). These MFPs incorporate the most advanced features: interactive sensor display, images preview and editing, saving and distribution of files, automatic finishing. Standard duplexing and reverse auto-feeder, extended sheet load capacity (up to 5600 sheets), standard 160 Gb hard-drive, most office software environments and protocols support, the ability to process multiple task simultaneously, A3 network full-color scanning – all this makes Sharp MX-2610/MX-3110/MX-3610 machines unique software-technology centers for providing full-color documents workflow with the highest production rates in middle-sized and large companies offices.

And on top of it all stands **MX-4112N/MX5112N** MFP line. Full-color compact multifunction A3/A3W format models are supplemented with the most advanced original Sharp technologies, which will take your work to a whole new quality level. An ability to copy and scan with a maximum speed of 41/51 ppm both in color and b/w, LED-scanning (up to 51-75 originals per minute) provide the excellent quality of prints and the optimization of your company workflow without any losses. Simple and convenient tools for device managing, for instance, represented by a large 10.1" interactive color display, allow even a beginner to enjoy all that these devices have to



offer. Moreover the high-level security features, which made Sharp known as a World leader, allow users to meet all the growing modern requirements. The quality of printing was never less important than speed. This is another indicator that elevates MX-4112N/MX5112N series of machines above the competition. 1200x1200 dpi true resolution was achieved due to implementation of new toner and developer, resulting in excellent printing quality. A web-browser can be installed optionally allowing the Internet access directly from the display.

To learn more about modern Sharp MFPs, discuss their features in relation to office task solving, to get answers concerning purchasing, usage and service maintenance of the models that seem interesting to you, you may visit company's booth at the International Office Equipment and Supplies Exhibition, BUSINESS-INFORM 2013, (Moscow, All-Russia Exhibition Centre, pavilion #20, May 21-23, 2013).
