

Leading Testing Organisations



Buyers Laboratory Inc. (BLI)

As a leading independent office equipment testing lab, BLI has been providing comprehensive, unbiased, and dependable product test reports since 1961. BLI's rigorous, in-house product testing takes months to complete and includes an extensive durability test.

Ratings and Awards: After months of extensive testing, BLI issues a Laboratory Test Report for each product submitted by a manufacturer. That report assigns the product one of four ratings, such as "Highly Recommended" or "Recommended." Every June and December, BLI reviews all of the products that successfully passed its rigorous lab tests during the previous six months and honours those that demonstrated exceptional performance.

Pick of the Year given to specific devices recognised as the best of the best

Line of the Year awarded every June to a full range of copier, facsimile, or printer-based devices

Outstanding Achievement given to manufacturers that have made commendable advances in imaging devices and solutions

BERTL Business Equipment Research & Test Laboratories (BERTL)

BERTL—known for examining a product's feature set, functionality, performance, and overall business process value from the end users' perspective—provides impartial research, product evaluation reports, product specifications, and comparative analyses on office imaging devices, software, and systems.

Ratings and Awards: Every product that BERTL puts through its exhaustive analysis process is assigned a BERTL Star Rating from "1 Star" up to "5 Stars, Exceptional." Twice a year, BERTL reviews all digital imaging devices, software, and management utilities analysed during the preceding six months and gives **BERTL's Best** awards to the most outstanding of those products.



The Office Products Analyst (OPA)

OPA is an office equipment newsletter published monthly by US-based market research and consulting firm Industry Analysts, Inc. Along with industry overviews, OPA features results compiled from thousands of surveys conducted each year with end users and dealers of copiers, printers, multifunctional products, and facsimile equipment.

Ratings and Awards: Each year OPA asks service managers from office equipment dealers to rate the products they work with. The Colour Product Reliability Survey, which rates colour devices on key areas, is conducted via extensive phone interviews. Devices that receive a rating of 8.5 or higher out of a possible 10 are eligible to receive the **Technician Recommended** award. The **Best in Overall Reliability** award goes to B&W MFPs that receive high ratings in the MFP Reliability Study on such factors as reliability when first introduced, retrofit reliability, and other critical information.



Better Buys for Business

The analysts and experts at Better Buys for Business produce objective, in-depth product reviews based on real-world performance testing and years of experience in office equipment research and analysis. They use consumer feedback, off-the-record talks with dealers and manufacturers, and visits to trade shows and manufacturing facilities around the world to stay abreast of industry developments and provide expert purchasing advice.

Awards: **Editor's Choice** awards, one of the most coveted honours in the office equipment industry, are bestowed only once a year on products that can serve as benchmarks of high quality, exceptional performance, and true value.

SHARP

Distributed by:

SHARP

2009

Proof that Excellence Is Prized

*Prestigious awards from leading testing organisations—
A tribute to the outstanding performance and innovation
of Sharp digital multifunctional systems*



We Come Highly Recommended



For years, Sharp document products and solutions have been earning high praise and prestigious awards from leading independent testing organisations. For Sharp, this represents more than just an accumulation of accolades. It means that trusted industry experts as well as customers recognise that the remarkable innovation, user-friendly design, outstanding reliability, unsurpassed security, and boundless expandability of Sharp digital MFPs and copier/printers truly exemplify the company's unwavering commitment to quality and excellence.



Buyers Laboratory Inc.

2009	Pick of the Year	Outstanding Network Device Management Solution (Sharp Printer Administration Utility 5) Outstanding 21- to 30-ppm Colour MFP (MX-2600N) Outstanding 31- to 40-ppm Colour MFP (MX-3100N) Outstanding 41- to 50-ppm Colour MFP (MX-4101N, MX-5001N) Outstanding Mid-Size Workgroup Colour Multifunction Printer (MX-C311, DX-C311)
	Highly Recommended	MX-2600N, MX-3100N, MX-4100N, MX-4101N, MX-5001N, MX-C311, MX-C381, DX-C311,
2008	Outstanding Achievement	Innovation in Sharp MFPs (including the industry's first integrated retractable QWERTY keyboard)
	Highly Recommended	MX-6201N, MX-M350U/N, MX-M550U/N
2007	Line of the Year	Most Outstanding MFP Line of the Year (All Sharp MFPs)
	Pick of the Year	MX-M450U/N, MX-M700U/N, MX-M850, MX-M950, MX-M1100
	Highly Recommended	MX-M450N, MX-M700U/N, MX-M850, MX-M950, MX-M1100

The Office Products Analyst (OPA)

2009	Best in Overall Reliability	Monochrome MFPs
2008	Highest in Service Support	Colour MFPs
	Technician Recommended	MX-2700N
2007	Best in Overall Reliability	Monochrome MFPs

Business Equipment Research & Test Laboratories

2009	BERTL's Best	Best Colour A4 MFP Series (MX-C311, MX-C381,, DX-C311) Best Value for Price Colour A4 MFP (MX-C311, MX-C381,, DX-C311) Best Device Management and Integration Technology for MFP Series (MFP Product Line) Best Workgroup Mono A4 MFP (MX-B381) Most Secure MFP Range (Sharp MFP Range – 6th Year Running)
	Five Stars: Exceptional	MX-C311, MX-C381, DX-C311
2008	BERTL's Best	Best Digital Imaging Product Line Best Light Production B&W MFP (MX-M1100) Most Secure MFP Range (Sharp MFP Range) Best Development Platform (Sharp OSA Technology)
	Five Stars: Exceptional	MX-6201N
2007	BERTL's Best	Most Secure MFP Range (Sharp MFP Range)
	Five Stars: Exceptional	MX-M1100

Better Buys for Business

2009	Editor's Choice	MX-2600N, MX-3100N, MX-4100N, MX-4101N, MX-5001N
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Pick of the Year Award



Highly Recommended Rating



BERTL's Best Award



Five Stars: Exceptional Rating