

Sharp increases office productivity in black/white

Sharp's new MX-M753U and MX-M623U A3 multi-purpose devices uncompromisingly meet all the requirements of large workgroups. In addition to creating hardcopy documents, both B/W devices have also mastered the art of digital communication, offer convincingly high output quality and intelligent finishing. These multitasking units also cope with the balancing act between high performance and resource-efficient operation.

Europe, June 2010. Authorities, universities, law firms and departments within major companies can always rely on Sharp's M753U and MX-M623U MFPs when it comes to high-volume document jobs. It is unimportant whether the documents have to be duplicated for physical filing or have to be delivered in electronic format. All copying, printing, scanning and faxing jobs are carried out quickly, with environmental and economic efficiency and with a high level of operator convenience.

More efficiency in document production

With print speeds of 75 and 62 pages per minute, respectively, the MX-M753U and MX-M623U are bywords for productive B/W printing. Thanks to the high print quality of 1200 x 1200 dpi even the finest of lines and small letters can be perfectly reproduced. The systems work in an efficient and environment-friendly manner. The MX-M753U and MX-M623U devices have been awarded the "Energy Star" energy label, with energy consumptions (TEC) of only 8.5 kWh and 7.5 kWh, respectively. The toner capacity of 83,000 pages per cartridge is also highly economical.¹ Various finishing options are available for further processing. With a staple capacity of up to 100 sheets (A4) the devices deliver top performance.

Control centres for digital workflow

Sharp's new MFPs offer comprehensive scan functionality. The 150-sheet original infeed unit not only scans particularly rapidly at up to 75 originals per minute but also in colour and without the inconvenience of having to turn the pages over. In the same step the documents can be indexed and either forwarded directly via the "Scan-to-me" function or archived in a central document pool. The digitised documents are then immediately available at this location to all authorised users.

"The data volume of the scanned documents can be reduced by up to 25 per cent by means of PDF compression and the automatic removal of white, unformatted pages. This means that all storage media can be used even more effectively, network traffic reduced, and transmission times significantly shortened," says Hiroshi Sasaoka, CEO Sharp Electronics Europe.

¹ Only 29 cartridges are used over a five-year period with an average output of 40,000 pages per month in B/W.

The MX-M753U und MX-M623U can also be expanded to become powerful fax systems: "Staff members have the option of sending the fax document in electronic format either from their own workstations or directly from the MFP. Incoming faxes also no longer need to be printed for distribution, but instead can be forwarded from the MFP directly to the relevant recipient. This saves time, paper, toner and money," Sasoka continues.

Operation made easy

The Sharp multi-function printers have an 8.5-inch colour W-VGA touch display with file preview. All technical functions can be intuitively managed from here without the necessity for any lengthy period of training. The retractable QWERTY keyboard also permits fast, straightforward data input. The paper cassettes, which have a standard capacity of 3100 sheets and can be expanded by a further 3500 sheets, can be handled from above or below when removing.

The MX-M753U and MX-M623U also make life easier for the administrator. The Remote Access Front Panel is one of the key functions. This enables the IT expert to access the MFPs' control displays from a central location and diagnose problems remotely. He can respond to a relevant status report either by intervening directly himself or by providing appropriate instructions for the end user locally.

The MX-M753U and MX-M623U multi-function printers are on sale with immediate effect.

Reprint free of charge, please forward a copy.

Please visit www.sharp.eu for further information.

With its global environment strategy, Sharp has made environmental protection an integral part of its corporate culture. What we call the Sharp Super Green Strategy covers the production of energy-saving and energy-generating products in ecologically advanced plants, along with responsible recycling. One of the company's main aims on the road to becoming an "environmentally advanced company" is to significantly reduce both direct and indirect CO₂ emissions in our operations and products. Throughout the world, Sharp has defined environmental standards that apply to all our plants and products, and these are being continuously revised and dynamically improved.

You can find more information about Sharp's environmental activities on the Sharp Green Site at www.sharp.de/green_site.