

SHARP®

Proof That Excellence Is Prized

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





For years, Sharp document products and solutions have been earning high praise and prestigious awards from leading MFP testing organizations. For Sharp, this represents more than just an accumulation of accolades. It means that trusted industry experts as well as customers recognize 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.



Buyer's Laboratory Inc.

2009	Line of the Year	Most Outstanding MFP Line (All Sharp MFPs)
	Pick of the Year	Outstanding Network Device Management Solution (Sharp Printer Administration Utility 5) Outstanding 21 - 30 ppm Color MFP (MX-2600N) Outstanding 31 - 40 ppm Color MFP (MX-3100N) Outstanding 41 - 50 ppm Color MFP (MX-4101N, MX-5001N) Outstanding 21 - 30 ppm A3 Monochrome MFP (MX-M283N) Outstanding 31 - 40 ppm A3 Monochrome MFP (MX-M363 Series) Outstanding 41 - 50 ppm A3 Monochrome MFP (MX-M453, MX-M503 Series) Outstanding Mid-Size Workgroup Color Multifunction Printer (MX-C311, MX-C401, DX-C311, DX-C401) Outstanding Mid-size Workgroup A4 Monochrome MFP (MX-B401)
	Highly Recommended	MX-2600N, MX-3100N, MX-4100N, MX-4101N, MX-5001N, MX-M503, MX-M453, MX-M363, MX-M283, MX-C311, MX-C401, DX-C311, DX-C401, MX-B401 Series
2008	Outstanding Achievement	Innovation in Sharp MFPs (including the industry's first integrated retractable QWERTY keyboard)
	Highly Recommended	MX-6201N, MX-M350, MX-M550 Series
2007	Line of the Year	Most Outstanding MFP Line of the Year (All Sharp MFPs)
	Pick of the Year	MX-M450, MX-M700, MX-M850, MX-M950, MX-M1100 Series
	Highly Recommended	MX-M450, MX-M700, MX-M850, MX-M950, MX-M1100 Series



Industry Analysts, Inc.

2009	Certified Excellent Image Quality	MX-2600N, MX-3100N
	Best in Overall Reliability	Monochrome MFPs
2008	Highest in Service Support	Color MFPs
	Technician Recommended	MX-2700N
2007	Best in Overall Reliability	Monochrome MFPs



Business Equipment Research & Test Laboratories

2010	Five Stars: Exceptional	MX-C400P, MX-B400P
2009	BERTL's Best	Best Color A4 MFP Series (MX-C311, MX-C401, DX-C311, DX-C401) Best Value for Price Color A4 MFP (MX-C311, MX-C401, DX-C311, DX-C401) Best Device Management and Integration Technology for MFP Series (MFP Product Line) Best Workgroup Mono A4 MFP (MX-B401) Best Value for Price for Small Office Mono Series (MX-M260, MX-M310) Most Secure MFP Range (Sharp MFP Range – 6th Year Running) Best Digital Imaging A3 Mono MFP Range (MX-M283, MX-M363, MX-M453, MX-M503 Series)
	Five Stars: Exceptional	MX-C311, MX-C401, DX-C311, DX-C401, MX-B401, MX-4100N, MX-4101N, MX-5001N, MX-M850, MX-M950, MX-M1100 Series
	4 ½ Stars: Outstanding	MX-M260, M310
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
	BERTL's Best	Most Secure MFP Range (Sharp MFP Range)
	Five Stars: Exceptional	MX-M1100

Better Buys for Business

Better Buys for Business

2010	Editor's Choice	MX-C311, MX-C401, MX-4100N, MX-4101N, MX-5001N, DX-C310, DX-C311, DX-C400, DX-C401, DX-C310FX, DX-C311FX, DX-C400FX, DX-C401FX
2009	Editor's Choice	AR-208S/D, MX-2600N, MX-3100N, MX-4100N, MX-4101N, MX-5001N, MX-B401
2008	Editor's Choice	AR-208D



Line of the Year



Pick of the Year



BERTL's Best



Editor's Choice



Image Quality Assessment



Buyer's Laboratory Inc.

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 honors those that demonstrated exceptional performance.

- Pick of the Year** Given to specific devices recognized as the best of the best
- Line of the Year** Awarded annually 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—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 analysis 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 analyzed during the preceding six months and gives BERTL's Best awards to the most outstanding of those products.



The Office Products Analyst

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 Color Product Reliability Survey, which rates color 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 honors 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.



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