



Recognizing The BEST In Digital Imaging Technology and Innovation



Sharp AR-C260P Best Ledger-Capable Office Color Printer

Self-Calibrating Color



Standard 40GB Hard Drive



Handles Paper Up To 170 Lb.



Includes Ethernet/USB/Parallel



Full-Bleed Ledger Capability



Remote Email Diagnostics



Good Finishing Options



Award Winner

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**BERTL's****Best™**

9th Annual Awards

2004 Award Winner

Best Ledger-Capable Office Color Printer Sharp AR-C260P



The BERTL's Best Award for "Best Ledger-Capable Office Color Printer" is bestowed on the product which delivers the most extensive and useful capabilities for workplaces which print ledger/A3-sized documents.

BERTL has awarded the 2004 BERTL's Best Award to the Sharp AR-C260P for its combination of high-quality color output, good paper handling and finishing options and reasonable price.

If you print letter-sized documents there is a wide variety of good color printers to choose from, but the market has been less accommodating for users who require the ability to print on ledger/A3 sized paper.

With the release of the Sharp AR-C260P, color ledger/A3 printer buyers have a viable, high-quality color printer that delivers what they need.

BERTL has evaluated the multifunctional version of the Sharp AR-C260P, called the Sharp AR-C260M (currently available in BERTL's Color at Work section). BERTL noted that "The device delivers excellent color reproduction, good image quality and an easy to use printer driver."

BERTL's Best 2004 9th Annual Spring Awards Recognizing The BEST In Digital Imaging Technology and Innovation

The lead-up time to the **BERTL's Best Spring Awards** marks an intense period of research for BERTL analysts. Starting first week of January, BERTL analysts begin work reviewing every major **NEW** corporate-level copier, printer, color, production and multifunctional device introduced to the market as of January 1st. Devices are analyzed across a wide range of parameters with the end-user experience being the primary consideration. BERTL analysts take into consideration overall value for money, competitive advantage, accessibility (for the physically challenged or visually impaired user), design and build quality, standard functions, modularity of design and upgrade path to more extensive functionality, any value-added software that is part of the product offering, network management utilities, return on investment, and more. For every device that BERTL analysts review, the company publishes a detailed evaluation report (per device) in one of its specialist services: "Color at Work," "LabCheck" or "Imaging at Work." You will find hundreds of reports at www.BERTL.com. Six months later, BERTL analysts conduct another in-depth investigation, this time they look at the entire competitive landscape of corporate-level devices, this comprises **newly launched devices**, as well as **current-line product offerings** (*this numbers several hundred devices*). Following extensive research, which takes into consideration feedback from users, product resellers and in-depth competitive study, BERTL analysts then recognize a very small, select group of devices with the highly prestigious **BERTL's Best Spring Awards**.

The digital imaging marketplace evolves at a rapid pace. In order to be scrupulously fair to manufacturers who have plans to launch products in the second-half of the year, BERTL conducts a similar end-of-year in-depth review of the competitive landscape, so that any "NEW" products launched June through December can be considered for BERTL's Best December Awards recognition.



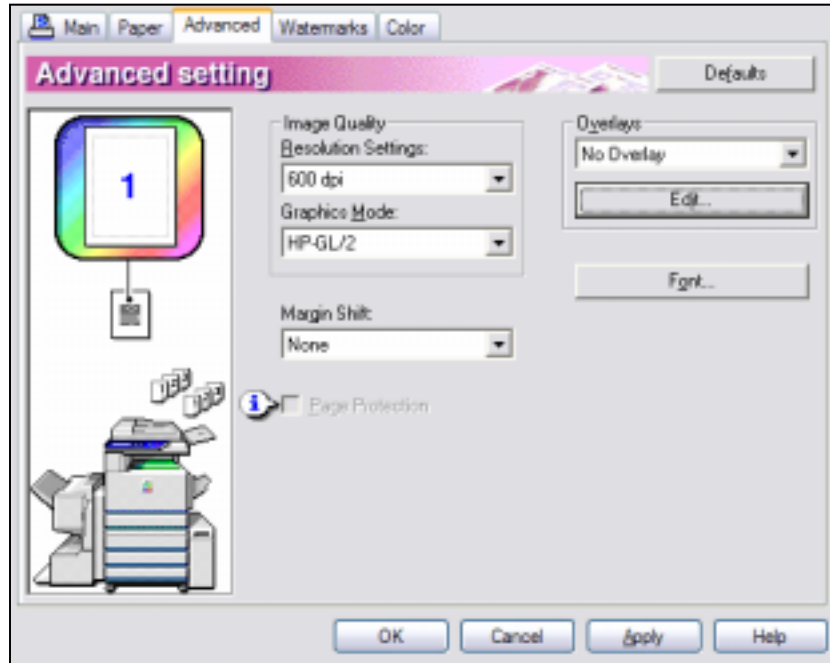
2004 Award Winner

Among the strong points of the Sharp AR-C260P:

- # Straight paper path, prints on heavy media up to 170 lb. index/300gsm (via bypass feed).
- # 26ppm color/32ppm black.
- # Self-calibrating color for consistency.
- # Powerful 500MHz PowerPC 755 processor.
- # 40 GB hard drive standard.
- # Three standard connections (10/100BaseT Ethernet, parallel and USB 2.0).
- # Full bleed ledger capability (ability to print on paper sized up to 12" x 18" Ledger Plus).
- # Easy installation and network monitoring via the included Administration Utility Suite.
- # Remote email diagnostics.

The Sharp AR-C260P ships with 640MB RAM and offers a standard paper supply of 750 sheets (one 500-sheet paper tray plus a 250-sheet bypass tray).

Paper supplies can be upgraded to a total of 5,250 sheets. The main paper drawers can handle paper from 17-28 lb. Bond (64-105gsm). Heavy paper stock up to 170 lb. index (300gsm) can be fed through the bypass tray. The optional finisher for the AR-C260P is highly functional and another strong point in favor of



A sample screen shot from the Sharp AR-C260 printer driver.

this printer.

The Saddle-Stitch Finisher fits onto the unit's left-hand side. It has two trays (the upper is an offset tray and the lower is for saddle-stitch finishing).

The upper tray can handle a maximum of 1,000 sheets of letter-sized paper; it cannot hold ledger-sized paper. The lower tray can handle up to 100 sheets (20 sets of 1-5 sheet documents or 10 sets of 6-10 sheet documents) and can accommodate ledger-sized output.

Stapling is also offered as an additional upgrade for the saddle-stitch finisher, allowing a maximum of 30 sheets in the upper tray and 10 sheets in the

lower tray. Three staple positions are available (front, rear or both).

The Sharp AR-C260P comes standard with a PCL5c emulation driver. PostScript 3 is available as an upgrade option. The PCL5c driver provides ample options to set up and customize color printing.

Users can select print according to the type of document — such as Graphics, Photo, Drawing (thin line), etc.— and can select a specific color mode.

Custom settings allows users to choose options from choices in color rendering, UCR (under color removal) selection, black overprint, screening, or can be set for pure black text (which



2004 Award Winner

should keep color from straying into lettering).

Image brightness and contrast can be manually adjusted, as can color balance including saturation, red strength, green strength and blue strength.

Included with the Sharp AR-C260P is a powerful collection of software called the Administration Utility Suite. This can help simplify installation, monitoring and use of the device.

For example, network users can check printer conditions remotely from their desktops using the Printer Status Monitor. This shows the status of the device, including conditions such as out

of paper or low toner which can affect its ability to complete the print job.

Another part of the Administration Utility Suite, the Printer Administration Utility, helps users and IT managers quickly install and configure the printers on their network.

The Sharp AR-C260P can also be set to send emails to managers, key operators and/or authorized Sharp dealers when the printer needs servicing or needs consumables such as toner.

Sharp also offers optional software including Callisto print queue management software and

Equitrac PrintLog Accounting. Further offerings include solutions designed specifically for variable data printing applications.

With its excellent color and image quality, its reasonable price point, its high-level finishing options and its overall ease of use, the Sharp AR-C260P has a lot to offer users who need ledger/A3 color print capability.

Spotlight On The Award Winner

Headquartered in a 500,000 square foot building in Mahwah, New Jersey, Sharp Electronics Corporation (SEC) is the U.S. sales and marketing subsidiary of Japan's Sharp corporation. Sharp Electronics Corp. was established in the U.S. marketplace in 1962.

According to the company's mission statement, Sharp is dedicated to improving people's lives through the use of advanced technology and a commitment to innovation, quality, value and design.

Sharp Corporation is dedicated to two principal ideals: sincerity and creativity. According to

Sharp's mission statement, "By committing ourselves to these ideals, we can derive genuine satisfaction from our work, while making a meaningful contribution to society."

Sharp's creed emphasizes five basic ideas: Sincerity, Harmony, Politeness, Creativity and Courage.

Sharp is dedicated to the use of its unique, innovative technology to contribute to the culture, benefits and welfare of people throughout the world.

"It is the intention of our corporation to grow hand-in-hand with our employees, encouraging

and aiding them to reach their full potential and improve their standard of living," reads the Sharp mission statement. "Our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders...indeed, the entire Sharp family."

Sharp Electronics Corporation is also committed to protecting the environment and conserving energy. The corporate goal is to minimize the environmental impact of Sharp products by continually implementing and improving product technologies, designs and programs aimed at environmental conservation.