the time is now for color.

SHARP.

if timing is everything…
then there has never been a better time to go color.

Color adds impact. Color adds pizzazz. Color inspires creativity.

Color can enhance your bottom line. Now any

business can create spectacular

full-color images faster, more easily,

more reliably, and more affordably than

ever with the super-fast 27 ppm

Sharp AR-C270 Digital Color IMAGER.

AR-C270
digital color copier-printer

MEDI-DATA v.11

JANUARY FIRST   VOLUME ONE

Breakthrough Information Leads to Healthier Living

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Good For You?
Cut through the Information Clutter!

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Newsletters

Flyers

Signage

Variable Image Printing

There's never been a better time to discover the power of color—and how it can impact your business. Make your documents come to life with vivid 600-dpi resolution on paper sizes up to 12" x 18". The AR-C270 IMAGER can even print on paper up to 140 lb. Index—so you can print almost anything you can imagine! Communicate your ideas effectively with eye-catching reports, signage, colorful charts, and customized marketing communications. Unleash your creativity and enhance your business image with the ARC-270 Color IMAGER.

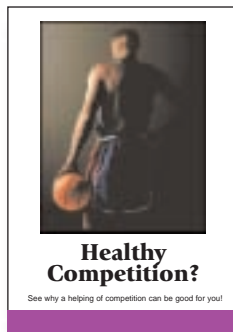## superior image quality. versatile performance.

The Sharp AR-C270 Digital Color IMAGER stands out as the cost-effective color solution for even the most demanding image-conscious customers in corporate environments.

At a fast 27 ppm and crisp 600 x 600 dpi resolution, the AR-C270 IMAGER inspires users to express brilliant ideas through vivid color. The straight paper path minimizes misfeeds and enables users to select from a wide selection of paper weights—up to 140 lb. Index—for an endless array of applications. Your business documents will get noticed with sharp, clear images every time.

Let me briefly explain how we are going to make most of the time we have and allow you to win some great prizes.

Take a look at our schedule.

You have a tour of the company. Make sure you wave at your guardian if you see them.

AGENDA
9:00   Welcome
9:30   Tour
10:00 Workstations
11:30 Lunch
12:30 Presentations

Speaker Notes

No matter what the job asks for, the communications are clear, colorful and unequivocally effective.

Healthy Competition?

See why a helping of competition can be good for you!

Illustrations

award-winning technology. proven reliability.

The Sharp AR-C270 Color IMAGER is the result of time-tested, award-winning Sharp technology. Small in size, the AR-C270 Digital Color IMAGER boasts one of the highest duty cycles in its class, delivering reliable output at up to 50,000 prints per month. And that can make a big impact on your bottom line.

But that's not all. Sharp's innovative Intelligent Image Segmentation™ technology automatically compensates for subtle changes that affect output quality, so you get more exact reproduction—print after print, day after day. Plus, with Auto Registration and Auto Calibration you get an intuitive, self-adjusting system that provides color consistency and accuracy. It's no wonder leading business equipment testing laboratories have called Sharp Digital Color IMAGERs exceptional!

Sharp's four-drum technology is the smallest available. A short, straight paper path allows you to produce color on a variety of paper stocks up to 140 lb. Index.

optional productivity-enhancing features.

The AR-C270 IMAGER not only generates brilliant copies, it can enhance your overall productivity as well. The 50-sheet RADF makes it easy to copy larger documents. For high-volume work, the LCT increases the paper capacity by 3000 sheets, so there's no need to worry about running out of paper. For added efficiency, the Stackless Duplexing Unit makes 2-sided copies in a snap. With an innovative one step process that minimizing misfeeds, reproduction is faster and more reliable—so business never has to wait.

For even more productivity, add the Single Tray Finisher (FN-4) or 20-BIN Staple Sorter for automated document handling. Efficiency has never been so easy!

Sorter-Stapler

Finisher

Large-Capacity Paper Drawer

For added efficiency, a choice of optional finishers automates document handling.

color communicates your ideas.

Your business presentations can speak volumes towards the image you want to project. With the AR-C270 IMAGER, you'll be inspired to create brilliant presentations with vivid color.

The AR-C270 Digital Color IMAGER is equipped with digital copy features including:

- Independent XY-Zoom (25%-400% Zoom)
- Negative/positive reversal
- Mirror image
- Image shift/Centering
- Edge/Center Erase
- Transparency inserts and covers
- Dual page copy and multi-page enlargement
- Original image type selection
- Image/Photo repeat
- Image sharpening, tone enhancement
- RGB/CMYK Color Adjustments

Express your ideas and communicate your message effectively with colorful presentations.

Presentation Materials

connect your entire office.

The AR-C270 Digital Color IMAGER is designed for total connectivity with the optional Fiery® Controller, transforming the AR-C270 into a powerful and versatile workgroup printer. The entire office will experience noticeably enhanced productivity through network connectivity. And, since everyone can access the power of color, there's no need for slow inkjet printers, and the hidden costs of ink cartridges.

At 27-ppm color and 32-ppm black & white—anyone in the office can now access, change, produce and distribute documents. In addition, powerful tools for managing and manipulating workflow help increase overall office productivity. Other features include:

- Fiery ColorWise™, Color Management System with ColorWise Pro Tools—from the monitor to the printed page, ColorWise assists the user in producing brilliant color output.
- NetWise™ for easy network integration—features a unified printing interface for the user to view and control all PPD options under single "Fiery Printing" selection.
- Fiery Command Workstation™—enables control of job options, print queues, and the print flow from a centralized location. Use Fiery WebTools™ through the Internet for remote workstations.
- With Fiery FreeForm™ variable data printing, combine documents from different sources into one file.
- Server-based options:
  - Print Accounting System
  - Velocity Workflow Management System
  - Callisto "Cluster" Printing System

key features/benefits

- 27 ppm color/32 ppm b/w
- 600 x 600 x 8 (256 Levels)
- FCOT = 9.6 Seconds Color (13.8 sec. b/w)
- RADF and Stackless Auto Duplex
- 5,100 Sheets-Total Paper Capacity
- Up to 140 lb. Index Paper Feeder
- 3,000 Sheet Large Capacity Tray
- Finisher or Stapler-Sorter
- Network Color Controller
- Server-based Accounting & Print Management Options

Now is the time for a flexible, customizable digital color copier-printer.

The Sharp AR-C270 Digital Color IMAGER's modular configuration can be customized for your business needs today, allowing you to upgrade as your business needs evolve.

SHARP

SPECIFICATIONS

Type:	Console
Copy System:	Dry, electrostatic transfer system
Originals:	Sheets, bound documents
Original Sizes:	Max. 11" x 17"
Copy Sizes:	Max. 11" x 17", min. 5-1/2" x 8-1/2"

Maximum Color Copy Speeds:
27 copies/min. (8-1/2" x 11")
19 copies/min. (8-1/2" x 11" R)
10 copies/min. (8-1/2" x 11" 140 lb. Index)
15 copies/min. (8-1/2" x 14")
13 copies/min. (11" x 17")
7 copies/min. (12" x 18")

Maximum B&W Copy Speed:
32 copies/min. (8-1/2" x 11")

Display:	LCD Touch Panel
Continuous Copy:	Max. 999 copies; subtractive counter
Color First-Copy Time:	9.6 seconds
Warm-Up Time:	Approx. 330 seconds
Copy Ratio:	Variable: 25 to 400% in 1% increments, total 376 steps (can be set in the horizontal and vertical directions independently)
Fixed Presets:	25%, 50%, 64%, 77%, 95%, 100%, 121%, 129%, 141%, 200%, 400%
Exposure System:	Moving optical source (stationary platen) with automatic exposure function
Copy Paper Feed:	Three standard paper trays with automatic paper feed (500-sheets each); one bypass tray with 100-sheet automatic feed capability
Max configuration:	5,100 sheets
Fusing System:	Heat rollers
Developer System:	Magnetic brush development
Light Source:	Halogen lamp
Resolution:	Reading 600 dpi Writing: 600 dpi
Gradation/Tone:	Writing: 256 levels
Required Power Supply:	AC 120V, 60 Hz, 15 amperes
Power Consumption:	Max 1.5kW

Overall Dimensions: (with options)	55-19/32" (W) x 27-3/8" (D) x 44-3/4" (H)
Weight:	Approx. 335 lbs. (152 kg)
Operating Conditions:	Temperature: 50°F to 86°F (10°C to 30°C)
Humidity:	20% to 80%
Optional Equipment:	Document cover (AR-VR2), Reversing automatic document feeder (AR-RF1), Single tray finisher (AR-FN4), 20-BIN staple sorter (AR-SS2), 3,000-sheet large capacity tray (AR-LC2N), Extra 500-sheet paper drawer (AR-CS2N), Duplex module (AR-DU2N), Fiery® Controller (AR-PE2), Fiery® Controller (AR-PE2F)

Additional Functions

Copier Functions:	APS, AMS, Auto Tray Switching, Preheat, Auto Shut-Off (Sleep) One Scan-Many Copies, Key Operator Program, Auditor Interface, Totals Counter, Color Image Stabilization System/Process Control
Copying Functions:	Job recall (up to 9 jobs), Copy Auditing (400 accounts), Margin Shift, Edge Erase, Center Erase, Dual Page Copy, Negative/Positive Reversal, Cover Insertion, Transparency Inserts, Single Color with Adjustments, Self Print, Background Suppression, Color Balance, RGB adjust, Brightness/ Intensity/Contrast Control, Sharpness, Multi-Page Enlargement, Mirror Image, Centering, Photo Repeat, Image Repeat, Exra Size Copy, Anti-Counterfeiting System, Full-Bleed 11" x 17", Auto Calibration, Tone Enhancement

Sharp Genuine Supplies

AR-C16MT1	Black Toner
AR-C25MT6	Cyan Toner
AR-C25MT7	Magenta Toner
AR-C25MT8	Yellow Toner
AR-C16MD1	Black Developer
AR-C15MD9	C/M/Y Developer
AR-C15LL	Fuser Oil

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