BERTL's Best™

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Recognizing The BEST In Digital Imaging Technology and Innovation

Sharp AR-M700
Best 61-70ppm Monochrome MFP

Low Entry-Level Price F

Direct PDF/TIFF Printing F

Handles Paper Up To 110 Lb. F

Single Pass Duplex Scanning F

Scan Option Includes LDAP F

Extensive Security Options F

Good Network Management F

Award Winner

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9th Annual Spring Awards 2004

2004 Award Winner

Best 61-70ppm Monochrome MFP
Sharp AR-M700

BERTL's Best

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The BERTL's Best Award for "Best 61-70ppm Monochrome MFP" is bestowed on the product which delivers the most extensive functionality and usefulness to office workgroups.

BERTL has awarded the 2004 BERTL's Best Award to the Sharp AR-M700 for its combination of high functionality, excellent security features, good paper handling and finishing options and reasonable price.

The Sharp AR-M700 and its sister product, the Sharp ARM620, are the fastest digital MFPs that feature Sharp's technology as the design platform.

BERTL's 13-page evaluation report on the Sharp AR-M700 noted that "The Sharp AR-M700 has a lot to offer, with well designed user interfaces for both walk-up and desktop users, a wide range of upgrade options, good paper handling and document production options and one of the most diverse range of document communications options, all achieved while maintaining a low entry-level price."

According to the BERTL report, "One of the key strengths of the Sharp AR-M700 is its range of

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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.**
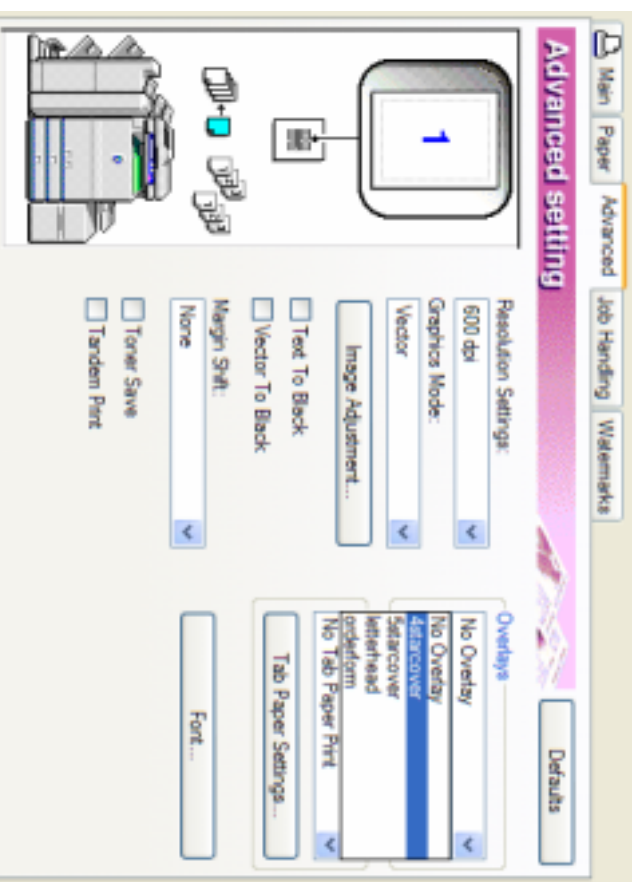

2004 Award Winner

security options, including both standard and optional security measures to make the device attractive to companies needing to comply with data security regulations."

Among the strong points of the Sharp AR-M700:

⌗ Low entry-level price.

⌗ Direct TIFF and PDF printing.

⌗ Handles paper up to 110 lb. through three different paper supplies (and its duplex unit).

⌗ Standard tandem copy and print (700N).

⌗ Carbon-copy printing utility.

⌗ Standard document filing using 16GB area of 40GB hard drive.

⌗ LDAP integration standard with network scanning kit.

⌗ User authentication.

⌗ Single-pass duplex scanning.

⌗ Well-designed touchscreen control panel.

⌗ User-friendly scan to HDD.

⌗ Extensive security options.

⌗ Extensive document production options.

⌗ Fax and LAN fax options.

⌗ Flexible, secure scan to email utility.

Security is another strong point of the Sharp AR-M700. Sharp has been at the forefront of MFP security for some time, and was the first to achieve the Common Criteria certification for its hard drive overwriting system on its Imager series. Standard security measures include:

⌗ Confidential Print: Jobs are held on the local device until the security PIN code is entered at the control panel.

⌗ User Authentication: Verifies user access on the network before any scan operation can be performed. This protects the network from unauthorized scanning and email communications.

Sharp also offers additional security options, including:

⌗ Data Security Kit: This protects data residing on the hard drive by using 128-bit encryption. This function can

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⌗ Versatile desktop document management utility (Sharpdesk).

⌗ IP/MAC Address Filtering: The network interface card can be programmed to restrict access to specific PCs within a network.

⌗ User Codes: Up to 500 user codes can be created. This forces users to enter their user code before any access to the device is possible. The ability to assign user codes provides greater monitoring ability, allowing administrators to keep tabs on who is doing what around the network.

A sample screen shot from the Sharp AR-M620 printer driver.

2004 Award Winner

be set to overwrite the encrypted data as many as seven times.

\# **AirZIP FileSECURE:** This provides persistent security to sensitive documents every time they are accessed, by authenticating specific user identification via the internet.

The entry-level Sharp AR-M700 is aggressively priced and its cost benefits last even when printing and scanning upgrade options are included within the cost equation.

The Sharp AR-M700 comes in two configurations: the copier-only "U" model and the network-print enabled "N" model. Both

models can be upgraded to include network scanning and fax capabilities.

The Sharp AR-M700 has a 2,000-sheet(letter/A4 capable) tandem universal paper deck, two 500-sheet paper drawers and a 100-sheet bypass tray, giving the device a 3,100-sheet capacity.

An optional 3,500-sheet (letter/A4) large capacity unit can be added, taking maximum paper capacity to 6,600 sheets.

A 150-sheet single-pass duplex document feeder is also included as standard. Sharp advertises it as being capable of scanning in duplex at up to 75 images per minute.

Finishing options include a choice of two finishers, one offers saddle-stitch booklet-making up to 15 sheets (60-page booklets), the other is a post-process inserter allowing pre-printed sheets to be included after the fusing process.

With its reasonable price point, high functionality, excellent security and overall ease of use, the Sharp AR-M700 meets the needs of many offices.

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.