



Sharp

2019 Copier MFP Line of the Year

SHARP®



Sharp, chosen by Buyers Lab analysts as the winner of the 2019 Copier MFP Line of the Year award, offers...

- Top-drawer reliability, with minimal misfeeding and calls for service between 24 different tested models out of a whopping 4 million total printed impressions
- Exceptional usability and job flexibility attributed to features like Easy Scan/Copy menus, Serverless Print Release technology, and optional configuration with Fiery Print Servers for light-production models
- A wealth of software applications provided through Sharp's embedded software platform (OSA) that will streamline fleet management, cost monitoring, workflow customization, and access to the cloud
- Striking image quality across the board, be it when producing standard office documents in black and white or pictorial media in color

From being a contender for the title to its defender, Sharp has been granted Buyers Lab's 2019 Copier MFP Line of the Year award—the crown jewel among Buyers Lab's annual and seasonal distinctions. This year's commendation, based off the cumulative test results from Buyers Lab's rigorous two-month laboratory evaluation, marks the second time the company has been dubbed as our Line of the Year winner since 2009.

"Between usability, durability, and options, among other things, Sharp's current line of copier MFPs made some serious noise amongst the lines of other competing OEMs in this year's evaluation," said George Mikolay, Keypoint Intelligence's Associate Director of Copiers/Production. "The Command WorkStation-integrated control panel on machines like the MX-7090N/MX-8090N presents users with a wide gamut of job types that are easily programable through the optional Fiery Print Servers, while the new fuser system on these machines enables seamless edge-to-edge booklet printing on standard 11" x 17" paper without the need for additional collation or finishing—perfect for printing graphics or high-level marketing materials.





“On the IT front, the easy-to-use and innovative web user interface along with Sharp Remote Device Manager’s superbly streamlined device management functions are sure to expedite the work of IT staff,” Mikolay continued. “For reasons like these, Sharp’s 2019 copier MFP line is a true indication of the company’s commitment to innovation and user satisfaction.”

Buyers Lab congratulates Sharp on earning the 2019 Copier MFP Line of the Year award!

In the Name of Durability

The industry’s mission to tackle device downtime in all types of work environments is unending, but for Sharp’s recent copier MFPs, ensuring device uptime is at the forefront of the company’s efforts. “For starters, overall reliability was tremendous throughout the line, with a misfeed rate of just one per every 153,846 impressions, and specifications from maximum paper capacity to maximum storage capacity are well above average throughout the line,” said Joe Ellerman, Keypoint Intelligence’s Manager of U.S. Lab Operations. “Plus, the triple air-feed capability offered on some of Sharp’s high-volume models is a nice bonus as it facilitates more efficient air flow between sheets for better paper handling, so there’s no question these devices will perform consistently and efficiently in the field.”

In fact, a recent Buyers Lab award given to Sharp for Most Reliable Monochrome Copier MFP Brand 2018–2021 is a further testament to the reliability of the company’s products. Based off Buyers Lab durability test results over millions of impressions, the overall reliability of Sharp’s monochrome devices outshined that of devices from competing OEMs and were acknowledged by our experienced team of analysts for their incredible consistency.

A User Experience to Enjoy

“These models sport sizeable, bright control panels from a 10.1" touchscreen to a 15.4" panel, plus the design of the drivers and retractable keyboard make programming jobs and entering data a breeze,” said Mikolay. “Easily-replaceable toner and robust remote print support allow users to conveniently print from a variety of serverless channels, speaking further to the attractive user experience. And for higher-end models, integration of EFI Fiery Command WorkStation into the touchscreen provides convenience and cost-saving measures and enhances job management for walk-up users.”

- Extensive driver feature set provides users with advanced job build capabilities and image quality adjustments, and presets can be created from every tab to streamline workflows
- Scan preview function is easy to navigate and supports multi- and single-page views and onscreen editing
- Simplified Easy Mode functions, where users can quickly access the most commonly used scan and copy functions
- User-by-user customization at the control panel to streamline workflows





- Concise procedures for replacing toner, clearing misfeeds, and loading media make user maintenance effortless
- Intuitive USB port location and robust USB feature set
- Send to Group mode enables users to send a broadcast to a mixed group of different types of destinations, such as email addresses and network folders, in a single operation
- Out-of-box direct print support for Microsoft Office files through DirectOffice technology speeds up workflows
- For higher-end models, Sharp's Print Engine Paper Catalog (PEPC) allows storage of up to 1,000 media profiles on the print engine, giving users more control in managing jobs with varying paper requirements
- OEM and third-party finishing options from Plockmatic and GBC allow capabilities to grow as user needs evolve

Engaging Visuals Every Step of the Way

"The devices' outstanding overall usability is coupled with highly-appealing image quality, allowing these machines to execute with efficiency and precision for a variety of business types," said Ellerman.

- Very good color gamut volume and stability on color devices
- Bright saturation and above average reproduction of pastel shades and backgrounds for color business graphics
- Dark, fully formed characters, and bold solids

From the Inside Out

"Print environments need intuitive and effective solutions to complement the capabilities of their hardware. In the case of today's copier MFPs, you simply cannot get the most out of your device without incorporating some software applications into the mix. From device and print management to cost reduction, there's no shortage of outstanding software tools with Sharp's current line," said Mikolay.

- Sharp OSA allows for better-managed workflows through integration with network applications and popular cloud services
- Sharp AIP Connect provides a slew of connectors designed for users to perform tasks easier and enhance the device's basic print and scan functions
- For dealers, Sharp MICAS monitors the status of their clients' devices and delivers real-time service notifications and remote diagnostics to help increase uptime





- Sharpdesk OCR creates searchable PDFs and enables users to add one-touch keys to the panel for scanning back to a destination with or without OCR performed

Engineered to Win

Sixteen of Sharp's current copier MFPs that were tested earned Highly Recommended ratings and Pick awards in their respective segments. Seven additional models earned Highly Recommended ratings in their segments. Pick-winning and Highly Recommended models that contributed to the award include:

MX-M266N	MX-3570V
MX-M3070	MX-4050V
MX-M316N	MX-4070V
MX-M3570	MX-5050V
MX-M4070	MX-5070V
MX-M5070	MX-6050V
MX-M6070	MX-6070V
MX-M905	MX-6580N
MX-M1205	MX-7580N
MX-3050V	MX-7090N
MX-3070V	MX-8090N
MX-3550V	



Sharp MX-5051 (New to the Line)



Sharp MX-6070N



Sharp MX-M905



Sharp MX-7580N





- Cloud Connect enables scanning and printing from Microsoft OneDrive for Business, SharePoint Online, and Google Drive
- Extensive feedback from Printer Status Monitor and Sharp Remote Device Manager (SRDM)
- My Sharp is a unique and very useful training website customized to the customer's specific configuration, which enables end users to access information on how to use certain features at any time

Sharpest of the Bunch

"Sharp's line sufficiently attacks a vast number of the challenges manufacturers within digital imaging industry currently face when creating products for their customers; outstanding reliability, succinct usability, eye-catching image quality, and a laundry list of bells and whistles to truly make its products sing," said Mikolay. "All these same machines come at a value proposition that simply can't be beat. Considering the rest of our test findings, it's clear that this year's award belongs to Sharp and its current line."

"We are extremely honored to have earned the coveted distinction of Copier MFP Line of the Year from Buyers Lab," said Shane Coffey, Vice President of Product Management for Sharp Imaging and Information Company of America. "This award, as well as the 12 Pick awards we have earned over the past year for our individual MFP models, emphasize our unwavering dedication to delivering best-in-class solutions that help our customers meet their business needs while delivering high-quality results efficiently, effectively, and securely."



Shane Coffey

Vice President of Product
Management for
Sharp Imaging and Information
Company of America





About Keypoint Intelligence - Buyers Lab

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. Buyers Lab evolves in tandem with the ever-changing landscape of document imaging solutions, constantly updating our methods, expanding our offerings, and tracking cutting-edge developments.

About Buyers Lab Line of the Year Awards

Line of the Year awards salute the companies that both provide a broad range of hardware or software and whose products consistently performed above average throughout testing. Much consideration is also made by Buyers Lab analysts and technicians in areas such as ease of use, features, and value, across an entire portfolio for that product area, with the end result being the most prestigious Buyers Lab awards offered.

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