

Sharp MX-7040N

Outstanding 61- to 70-ppm
A3 Colour MFP



Sharp Digital Document Systems
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The Sharp MX-7040N is BLI's "Pick" for "Outstanding 61- to 70-ppm A3 Colour MFP."

"The MX-7040N was a strong overall performer, and offers a robust feature set that includes class-leading memory and a high maximum paper capacity, ensuring users get their money's worth," said George Mikolay, BLI senior product editor for A3 MFPs.

"It's also clear that Sharp had end users in mind with this device, as a number of standard capabilities bring convenience and simplify workflows, further enhancing the value proposition," said Mikolay. For example, tandem printing allows large print jobs to be distributed between two networked engines for faster completion. In addition, a standard retractable keyboard simplifies the process of entering email destinations, and the control panel supports a standard web browser. Further, with Print and Send, which is also standard, a document can be sent to various destinations at the same time it's printed.

"Users can also count on high-quality printed output, especially when it comes to brochures," said Mikolay, producing very smooth output with bright colour yet natural flesh tones, but also dark text and solids.

"Proving to be highly reliable over its 275,000-impression durability test, this modular device is also very versatile," said BLI Manager of Lab Testing Pete Emory. "It can be configured for typical office use but can scale up to play in light-production environments thanks to excellent paper-handling capabilities." In addition to its high maximum paper capacity, the device supports a series of measures to prevent misfeeds and downtime, which is key in high-volume environments. For example, each drawer has sensors to detect if paper has been loaded above rated capacity, and if it has, users are notified at the device prior to running a job. And while multiple paper drawers can be opened and loaded with paper while the device is running, the particular drawer feeding the current job is locked, preventing any mishaps that can lead to misfeeds. In addition, in the rare occurrence of a misfeed, drawers that contain misfed paper cannot be opened until all measures to prevent tearing are executed. The large-capacity deck features an air-feed system and temperature and humidity sensors to maintain optimal conditions. "And because the large-capacity deck contains no feed rollers, it is virtually maintenance-free," added Mikolay.

The device's Home screen is completely customizable, with administrators able to customize up to 70 keys based on users' needs. A real-time scan preview allows users to view, rotate, move and delete pages, all with a fingertip. The intuitive driver includes point-and-click paper source and output destination selection, unlimited user settings for quick programming, and ghosting out of features not available due to current selections.

"Sharp is proud to have our new high-volume colour MFP recognized by BLI as best in class," said Mike Marusic, senior vice president, Sharp Electronics Corporation. "The MX-7040N has earned high marks for its outstanding colour-consistent output, while Sharp's unique triple air-feed technology and advanced finishing features make the device ideal for the most challenging departmental, print-for-pay and print-on-demand environments. Being recognized by a leading industry organization like BLI truly validates Sharp's position in the light-production space and is a tribute to the world-class products we provide."

The Sharp MX-7040N is highly recommended by BLI for an average optimum monthly volume of 60,000 impressions.

About **BLI Pick Awards**

Twice a year with its "Pick" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and the best performers qualify as "Pick" award contenders. Consequently, BLI "Pick" awards are hard-earned awards that buyers and IT directors can trust to better guide them in their acquisition decisions.

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