

# Digital Imaging REVIEW

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## DOCUMENT IMAGING PRODUCTS 2005: BLI'S PICKS OF THE YEAR

### Sharp AR-M355N/AR-M355U IMAGER

*Outstanding Segment 3 Multifunctional  
Imaging System, Spring 2005*

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Receiving high marks in all areas of testing, the Sharp AR-M355N IMAGER provided a stellar performance during BLI's comprehensive two-month laboratory evaluation and has earned a Spring 2005 BLI "Pick of the Year" award for "Outstanding Segment 3 Multifunctional Imaging System." The unit demonstrated exceptional reliability, completing a 200,000-impression durability test with only one preventive maintenance service call and just four misfeeds, for a mis-feed rate of one per 50,000 impressions, which is also a better showing than that of most Segment 3 units tested to date. This unit also offers exceptional productivity. Its copy efficiency is enhanced by a dual-scan-head document feeder, which allows scanning of both sides of two-sided documents without having to invert the originals. In print mode, as tested using the PCL 6 print driver, the AR-M355N IMAGER offers efficiency in duplex mode that is the highest of competitive models tested and first-print times that are among the fastest for all file types tested.

In addition to its strong productivity, the 35-ppm AR-M355N IMAGER offers exceptional ease of use and setup. Indeed, Pete Emory, BLI's manager of lab testing, said, "Sharp's highly automated driver installation and setup procedures are what I consider to be the benchmark."

An enhanced version of the AR-M350 IMAGER, which won a "Pick" in 2002 and again in 2003 when tested under another manufacturer's brand name, the AR-M355N is even better than its ground-breaking predecessor. Enhancements include a larger-capacity (40-GB) hard drive to support scanning documents to storage on the unit and longer component lives than its predecessor.

"We are honored that BLI has once again selected our Segment 3 and 4 products as 'Picks of the Year,'" said Mike Marusic, vice president of marketing for Sharp Document



**Sharp AR-M355N**

Solutions Company of America, referring also to the AR-M455 IMAGER. "For the past several years, Sharp's platform in this range has consistently won BLI 'Pick' recognition for being among the best in the market and we look forward to continuing this string of awards into the future."

Other strengths of the AR-M355N IMAGER (priced at \$9,965 for a configuration that includes a 500-sheet tray and a 1,500-sheet large-capacity paper deck) include the detailed feedback the unit offers to desktop users and the ease of programming even advanced features such as booklet printing and copying. BLI test technicians also praised its outstanding multitasking capabilities, excellent administrative utili-

ties, its optional scan functionality (which is a favorite of BLI test technicians) and its comprehensive offering of security features and options to protect sensitive information and access to customers' networks. "Without a doubt, the AR-M355N IMAGER is one of the best Segment 3 models available and one of the best products tested by BLI in any segment in the past year," said Emory. This truly exceptional unit is highly recommended by BLI for monthly volumes of up to 100,000 impressions. The unit is available in three configurations differing in paper capacity and price. While the AR-M355N configuration tested includes standard network printing, the AR-M355U configuration offers network printing as an option.

### ***ABOUT BLI'S PICKS OF THE YEAR***

Twice a year with its "Pick of the Year" 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 and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended monthly volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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