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Sharp MX-3110N & MX-2610N colour MFPs

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COLOUR MFPs • BROADBAND • MANAGED PRINT SERVICES

A touch of magic



People used to spend too long standing at MFP control panels because they couldn't work out how to programme copy jobs. With Sharp's new colour A3 MFPs, it is likely to be because they are having too much fun.

The MX-2610N and MX-3110N are the industry's first MFPs to feature a smartphone-like 10.1in colour touchscreen display with finger-swipe control technology. In a complete break with the past, there are just three hard buttons: one to power up the machine, one to put it into energy-saving sleep mode and one to revert to the home page.

The new MFPs may mirror trends in consumer electronics. But the new graphical user interface (GUI) is much more than a gimmick or fashion statement. In conjunction with Sharp's new OSA 4.0 platform, it delivers remarkable ease of use and some very clever productivity features.

We cover these and the MFPs' other enhancements in more detail in the March issue of PrintIT (available online at www.binfo.co.uk). But here, as a taster, are just three reasons why we think you should hot-foot it to your nearest Sharp showroom to get a closer look.



1. Customisation

You can make the user interface as simple or as complex as you like, just like on a smartphone. The home screen has room for 60 icons across five pages, with the option to divide the screen so that the bottom half always shows the same icons, giving you one touch access to the most important applications or functions from any screen.

The MFP can accommodate up to 20 home screens, accessible via separate log-ons. These could be for individuals or, more likely, for different departments. Each home screen can have a different selection of applications or pre-programmed copy/

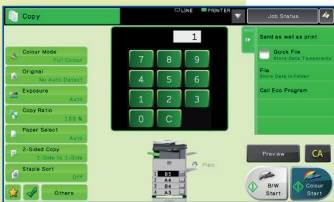


scan jobs. For example, the personnel department home screen could feature separate scan profiles for each member of the department, customised with a photo of the employee in question.

Sharp offers a choice of seven background colours, but you can also import your own image, logo or text (e.g. a technical support helpline number).

2. Intelligent action panel

The top right hand corner of the screen gives access to a very useful panel showing a selection of further actions based on selections already made. For example, if you press two-sided copy, it will display a list of the most appropriate options, such as stapling, eco mode and so on. The intelligent action panel changes in line with your choices and removes the need to dig down through menus. Press Call Eco Program and it will automatically output the document in the most eco-friendly fashion.



3. Scan previews

The large colour 10.1in touchscreen gives instant previews of scanned/copied pages (sequentially or in 3D) so that you can make adjustments

at the MFP before completing a job. This is particularly useful when making duplex copies or printing booklets, as it also shows the position of staples. If you see that one of the pages has been scanned in upside down you can change its orientation with a swipe of the finger. You can also edit scanned



documents, using your finger to re-order pages, insert blank sheets or even erase specific areas of the page, such as a photo or line of text.

For more information on Sharp's new MFPs, please see the March issue of PrintIT. Registered readers will receive a copy with the next issue of Business Info. Anyone else can view an electronic version at www.binfo.co.uk.

Certificate



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EDITOR'S CHOICE AWARD

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