

MARKETING BULLETIN

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***Sharp Debuts MX-C311 & MX-C401
First products in its new Frontier Series****Powerful Performance in a Compact Hybrid Design*

Dear Sharp Authorized Dealer,

As part of our continuing go-to-market strategy, Sharp is pleased to debut the first models in its eagerly anticipated *Frontier Series* – the MX-C311 and MX-C401 color workgroup document systems.

Innovative Design to Save Time and Money

For years digital multifunction printer/copiers have added more features and functions. But functionality can lead to over-complexity. That's why Sharp created the hybrid design of the MX-C311 and MX-C401. These color multifunction document systems:

- **Help simplify operation and reduce costs**
- **Make it easier and faster to set up, operate, control, monitor and maintain than ever before**
- **Provide network printing, copying, scanning and faxing functions with greater ease and efficiency**
- **Engineered to provide low maintenance and quick serviceability**
- **Utilize long-life tri-component supplies to help lower cost per page and reduce total cost of ownership**

**Simple Operation with Total Control Over Input, Output and Document Access**

So easy to use, it helps every operator to be more productive.

- **8.5" wide-screen color touch-navigation screen**
- **Superior color reproduction & wide viewing angle**
- **Intuitive operation for even first-time users**
- **Deliver more in less time**

Robust Document Filing

Sharp's easy-to-use Document Filing System provides:

- **Up to 38GB of storage for frequently used files**
- **Thumbnail Preview and Image Check modes, to locate and retrieve stored jobs quickly and easily**
- **Advanced backup system and PIN-access security to help ensure that your customer's files are safe**



Proven Protection for Confidential Data, Device Access and Network Safeguards

- Sharp's new **Remote Front Panel** feature, provides administrators and support personnel the ability to view and control machine operations from any PC on the customer's network.*
- Sharp's **award-winning security suite** supports the latest industry standards for MFP devices.
 - **Extended SSL encryption**
 - **IEEE 802.1x authentication**
 - **IEEE P2600-2008 security standard**
- **Sharp OSA® development platform, 3rd generation** technology, allows integration with network applications easier than ever!



* Remote front panel feature requires a VNC software application. Sharp recommends either (1) "Real VNC" software, available from www.realvnc.com or (2) Sharp Printer Administration Utility v.5 (PAU), available late 2008.

User-Friendly Operation to Speed Work, Prolong Life and Reduce Cost



- **Individual long-life, developer and drum cartridges**
- **Up to six times longer drum life than that of typical mono-unit consumable systems**
- **No mess, color-coded, tool-free replacement helps minimize down-time**
- **Reduces cost per page, total cost of ownership and service labor expense**

MX-C311 and MX-C401 Additional Features and Capabilities

- **Powerful performance**
 - MX-C311: 31ppm print/copy, 35ipm scan
 - MX-C401: 40ppm print/copy, 35ipm scan
- **Common controller architecture**
 - Uniform functionality & operability
 - Fast multi-tasking processor
 - MX-C311: 800 MHz MX-C401: 1 GHz
- **Postscript® 3™ /PCL® 6 /PCL5c printing**
 - True 1200 x 1200 dpi resolution
- **Direct USB scanning & printing**
 - Conveniently located for easy access
 - Supports popular formats: PDF, JPEG, TIFF
 - Windows® XPS option
- **Environmentally friendly design**
 - Supported by Sharp's Toner Recycling Program
 - Reduced waste product by utilizing long-life drum cartridges
 - Complies with the International ENERGY STAR® program, RoHS, Blue Angel and others
- **Smallest footprint in its class**
 - 21"(w) x 17" (d) = 357 square inches
 - Expandable design: 1, 2, 3 or 4 drawers
- **Space-saving inner finisher**
 - Up to 30 sheets, 10 sets, corner staple
 - Offset stacking
 - Up to 280 sheets output capacity
- **Business card feeder⁺ option**
 - Ability to automate contact database entry
- **Sharp 2nd generation micro-fine toner technology**
 - More uniform image coverage
 - Lower consumption rate

⁺ Business Card Feeder is not available at time of launch.