



2007 Pick of the Year

Outstanding Segment 4 Business Color MFP (41 to 50 ppm), Spring 2007



Toshiba e-STUDIO3510c



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Based on its excellent reliability and low acquisition cost compared with devices in this speed range, the 35-ppm color/45-ppm black Toshiba e-STUDIO3510c has earned a Spring 2007 BLI "Pick of the Year" award for "Outstanding Segment 4 Business Color MFP" in the 41- to 50-ppm range. "Along with demonstrating strong reliability in BLI's 50,000-impression test, the e-STUDIO3510c has a price that's among the lowest for comparably equipped models available," said BLI Associate Editor George Mikolay.

The unit, which has a base price of \$17,449, has standard copy, network print and scan functionality, as well as all types of optional fax capabilities. Additionally, the four-drum, single-pass e-STUDIO3510c has standard PCL 5c/6 and PostScript 3 print drivers and earned high marks for its multitasking and feedback to workstations. The e-STUDIO3510c rendered very good overall image quality in both color and black modes with its standard print controller, but this versatile unit can also be equipped with an EFI Fiery controller, which offers advanced graphics features such as Hot Folders and Spot-On. Furthermore, its VGA color control panel helps boost ease of use.

The e-STUDIO3510c displayed flawless reliability throughout its durability test—no misfeeds and no service of any kind required—and features a design that reduces downtime by allowing users or service technicians access to key areas of the unit in a minimal number of steps.

"Toshiba is extremely proud that the e-STUDIO3510c has been awarded a 'Pick of the Year' by Buyers Lab," said Kay Fernandez, director of product and solutions marketing for Toshiba America Business Solutions (TABS). "The e-STUDIO2500c/3500c/3510c series is a very competitive MFP offering from TABS, already recognized with six industry awards. We're thrilled to add the prestigious BLI 'Pick of the Year' for 'Outstanding Color Segment 4 MFP' to the list."

BLI highly recommends the e-STUDIO3510c for an average optimum monthly volume of approximately 28,000 impressions and for occasional peak usage at the manufacturer's monthly duty cycle of 70,000 impressions.

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 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. In the case of document scanners, performance attributes evaluated include reliability, image processing features, ease of use, media handling, productivity, file size 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 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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