

TOSHIBA

Toshiba e-STUDIO 2500c

Toshiba e-STUDIO 3500c

Toshiba e-STUDIO 3510c

Full-color speed: 25 & 35ppm



Sum-up: A set of higher-speed general office models.

The e-STUDIO 2500c, 3500c, and 3510c are Toshiba's latest color copier multifunctionals. These combine a very affordable price with very good color speed, strong paper handling, and excellent image quality.

The list prices are quite good. The e-STUDIO 2500c lists for \$12,999. The e-STUDIO 3500c lists for \$14,999, and the e-STUDIO 3510c lists for \$17,449. The main difference between the models is in speed. The e-STUDIO 2500c prints and copies at 35ppm in black-and-white and 25ppm in color. The 3500c runs at 35ppm in both black-and-white and color. The 3510c runs at 45ppm in black-and-white, 35ppm in color. Besides their very good color speeds, the machines' 8.6-second color first-copy time is among the fastest in the color market. Scan-once/print-many copying is supported.

Paper handling on these models is quite good. Like other Toshiba copiers, you can feed heavy stock up to 140lb. index and paper in sizes up to 12" x 18", though these can be fed only through the bypass. The standard paper supply is

comprised of two 550-sheet paper trays, and there are several different paper-supply options. For example, you can add an additional 550-sheet paper tray (\$980). That option also consists of a pedestal, to which you can add another 550-sheet drawer for \$550. A 2,500-sheet feeder is also available for \$1,225. Automatic duplex is standard on all three models.

On the output side, there are two options. One is a 2,250-sheet finisher with 50-sheet multiposition stapling for \$2,175. A 2/3-hole punch is available for that finisher at \$850. The second solution is a 2,000-sheet finisher with a saddlestitcher and booklet maker. That lists at \$3,395 and likewise has a 2/3-hole punch option for \$850.

These models have color touchscreens with half VGA size. That's a plus over some older Toshiba models.



Toshiba e-STUDIO 3500c —A very solid midrange office copier at a reasonable price.

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Connectivity is available as a standard feature. The Toshiba controller comes with Ethernet and is configured with 768MB of RAM and an 80GB hard disk. There will also be an EFI controller available for \$6,385.

The scanning software, including scan-to-email and scan-to-network, supports LDAP address book integration and network authentication. eCopy software is optional, offering an even more fully-featured document scanning solution. Faxing is an option as well.

These new Toshiba models offer pretty good color speed and good features at a very affordable price. They are competitive against the latest offering from companies like Canon, Ricoh, and Xerox. The e-STUDIO 3500c and 3510c are especially strong models in their class and get our Editor's Choice Awards.

Toshiba handouts include Fortune rankings indicating that its global revenues across all product lines are about the same as those of Canon, Ricoh, and Xerox combined.

Toshiba's current color copier line keeps getting better. In addition to a number of machines released last year, there are three new ones, the 2500c, 3500c, and 3510c. These round out a strong color copier line.

Almost all of Toshiba's color copier sales are currently through dealers. However, Toshiba has set up a company to acquire dealerships in certain markets in order to operate them as wholly owned subsidiaries. In all, Toshiba has about 350 copier dealers, of which about 70% handle Toshiba exclusively. This total includes a fair number that are part of the Danka consortium and a sprinkling that belong to IKON.

TOSHIBA

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Vendor Profile

Toshiba is one of the smaller copier manufacturers, but it makes good machines, and its market share in the copier market has lately been on the rise. Although Toshiba may not be among the bigger players in the office products industry, the company as a whole is much larger than most of its competi-

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