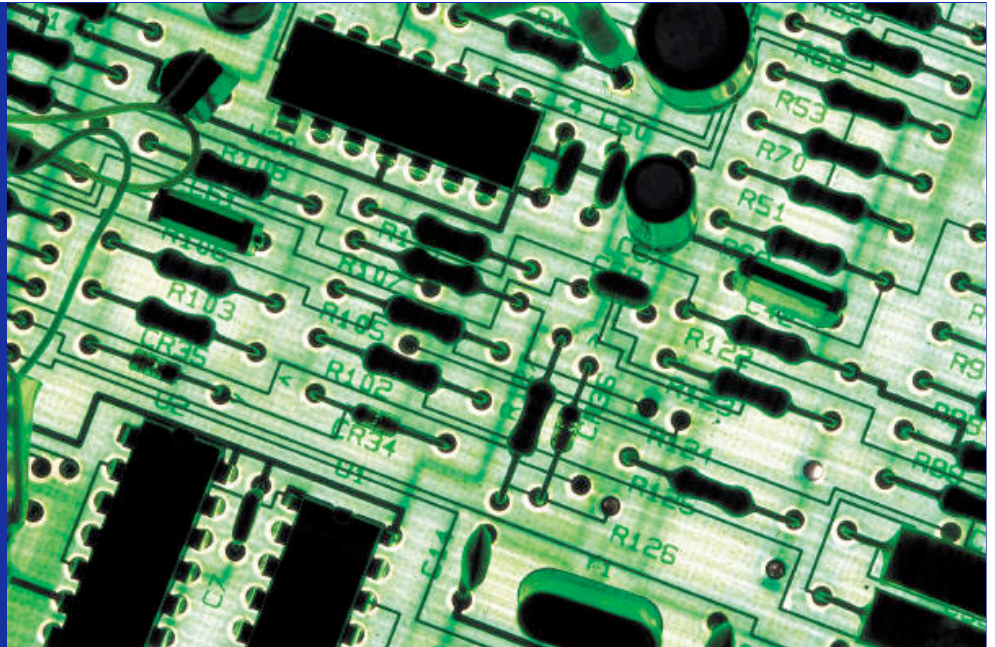


THE
OFFICE
PRODUCTS
ANALYST

OPA



Toshiba eSTUDIO 3500C is “Technician Recommended”

Results taken from the Annual Color Product Reliability Study conducted by the Office Products Analyst (OPA)

Each year, we conduct a study in which we ask service managers from copier/MFP dealers and resellers to rate color the copiers, MFPs and printers they work with on a daily basis. Surveys were completed via extensive telephone



interviews over the course of seven weeks. After a thorough validation process, we were left with 143 responses representing 10,452 color MFPs and printers.

One section of the study asks respondents to rate the product reliability of their devices on a scale of one to “10” (“10” is best). Those products that are rated 8.5 or higher are recognized as “Technician Recommended.”

It should be noted that the majority of devices in this study did not qualify for this honor.

“Only the most reliable devices receive the ‘Technician Recommended’ distinction. Anyone in the market for a reliable color MFP should consider this device.”

ASlawetsky

Andy Slawetsky
President
Industry Analysts, Inc.

QUESTIONS?

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The Office Equipment Authority



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