



**BLI ANNOUNCES COLOUR MFP "PICKS"**

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December 21, 2006 – BLI announced the winners of its Fall 2006 "Pick of the Year" awards in the highly anticipated business colour MFP category today with Ricoh Company Ltd and Sharp Corporation taking the honours in groups that range from entry-level multi-pass systems, all the way up to Segment 4.

The leading global provider of intelligence on document imaging products, BLI has been putting business equipment to the test for the past 45 years. Its semi-annual MFP "Pick" awards acknowledge the very best performers in its unique battery of laboratory tests, which evaluate a wide range of performance factors, including reliability, image quality, productivity, ease of use and a host of connectivity attributes.

**Outstanding Colour MFPs**

"Buyers of colour MFPs have never been in a better position," said BLI Managing Editor Daria Hoffman. Speeds are going up. Prices are coming down. Image quality is improving. The colour models put to the test in the past six months were more impressive than any we've seen to date. Buyers will surely be able to find models that match their needs in terms of capability and budget among the stellar performers that won 'Pick' honours this fall."

BLI's colour MFP "Picks" were awarded to the following products in categories that correspond to their monochrome speeds:



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*Outstanding Segment 2  
Business Colour MFP, Fall 2006*  
**Ricoh Aficio MP C2500**

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*Outstanding Segment 4 (41-55ppm)  
Business Colour, Fall 2006*  
**Sharp MX-4501N  
Sharp MX-5500N**

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*Outstanding Segment 4 (56-69ppm)  
Business Colour, Fall 2006*  
**Sharp MX-6200N**

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**Ricoh Delivers Strong Value**

"Ricoh's Aficio MP C2500 stands out not only for its excellent performance, but for its exceptional price point," said Hoffman, pointing out that the MP C2500 is one of the lowest-priced business colour MFPs on the market. With a rated speed of 25 ppm in colour and black, the Aficio MP C2500 also excelled in BLI's colour print productivity tests. "The MP C2500's efficiency rate for BLI's job stream test is the second-highest of the dozens of currently available business colour models we've tested, resulting in a higher tested running speed than that of most business colour models, even models with higher rated speeds," said Hoffman.

"BLI's 'Pick of the Year' recognition for the 25ppm colour Ricoh MFP, the Aficio MP C2500 validates Ricoh's commitment to downsize the technology found on many of its higher volume devices," said Norman Koslowski, Marketing Communications Manager of Ricoh Australia Pty Ltd. "Receiving this award from such a highly respected organisation as BLI helps bolster our standing as a leading provider of digital office equipment and reinforces our continuing efforts to bring innovative and quality products to the market."

#### **Sharp Has Three Segment 4 Winners**

The stellar performances given by Sharp's Segment 2 and 3 colour models earlier in the year were matched during this past test cycle by the equally impressive Segment 4 models, with the MX-4501N and MX-5500N each receiving a "Pick" in the 41 to 55 ppm range of Segment 4 and the MX-6200N receiving a "Pick" in the 56 to 69 ppm range).

BLI Lab Manager Pete Emory said, "These models have it all—reliability, ease of use, robust functionality, very good productivity and an industry-leading offering of security features and options. I was also especially impressed by the finish of the colour output, which is glossier than that of other business colour models."

"It is certainly an honour to receive these awards," said Denis Kerr, Deputy Managing Director for Sharp Corporation of Australia. "In a business world that constantly demands more efficient and secure ways of working, Sharp Corporation has again revolutionised the office environment with its new range of Digital Full Colour Multifunctional systems. Designed to deliver professional results quickly and cost effectively for both large and mid size office situations, SHARP's MX range promises secure, multifunction colour technology boasting a host of state of the art functions."

"Sharp devices deliver an outstanding range of business critical features and are innovative, easy to use, well designed and represent excellent value for money, as indicated in the testing and subsequent awards presented by BLI."

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#### **About Buyers Laboratory**

For 45 years, Buyers Laboratory has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's 10,000-square-foot lab, the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional products.

The company's databases cover more than 10,000 products and have a long-standing reputation for being the industry's most trustworthy and complete. They are available to BLI subscribers online via the company's bliQ competitive information service. This encyclopedic resource also provides quick and easy access to BLI's First Look Reports, Field Test Reports, Lab Test Reports, Solutions Reports, Digital Imaging Review and Business Consumer's Advisor newsletters and OEM library.

In addition to the testing of office equipment for its subscribers, Buyers Laboratory provides a vast array of confidential for-hire private testing services that includes document imaging device beta and pre-launch testing, performance certification testing, consumables testing (such as paper, toner, ink, photoconductors and print controllers) and print media testing (including virgin and recycled papers). For more information, please visit [www.buyerslab.com](http://www.buyerslab.com), call 852 8200-4502 or email [asiansupport@buyerslab.com](mailto:asiansupport@buyerslab.com)