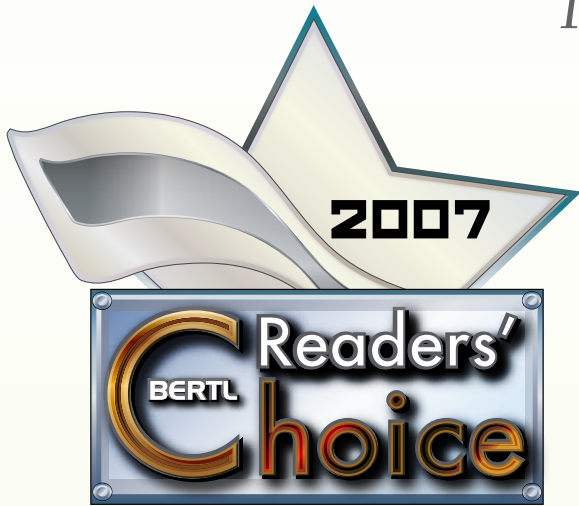


Readers' Choice 2007

The Market Has Spoken



Speed & Efficiency of Installation

Toshiba

Platinum Award

About the Award:

It used to be that installation was about uncrating a box and assembling the pieces. But with today's MFP devices, the hard part comes when the MFP is linked to the local area network. But configuring IP addresses, subnet masks, and loading device drivers are just the start of the "soft" installation process. With a suite of embedded software and applications, the MFP connects with email, security, and directory servers, as well as back-end document management systems. Installation has truly become a configuration process involving multiple software systems.

Just as with installing a new application server, end users expect the MFP to work with minimal administrative effort and overhead. Device manufacturers and solutions providers now cater to the IT experts within the enterprise. This sophisticated group demands Web-based device configuration software, multi-device management software, and more comprehensive on-line documentation to make the configuration of MFPs faster and less-error-prone process.

We polled our end-users to learn how they rate each manufacturer's channel on speed and quality of installation.

About the Winner:

Toshiba's earliest history is rooted in two companies. In 1875, Tanaka Engineering Works was founded by Hisashige Tanaka, a well-known inventor who had previously built mechanical dolls and a perpetual clock. Under the company name Shibaura Engineering Works, Mr. Tanaka's company became one of Japan's largest manufacturers of heavy electrical apparatus.

Meanwhile, Hakunetsu-sha & Co., Ltd., was established as the first Japanese plant manufacturing electric incandescent lamps. In 1899, the company was renamed Tokyo Electric Co. and had diversified into a manufacturer of consumer products. In 1939, Shibaura Engineering Works and Tokyo Electric Co. merged and the name "Toshiba" was created as a blend of both company's names.

Today Toshiba is one of the world's largest integrated manufacturers of electric and electronic equipment, employing over 165,000 people worldwide. Toshiba's commitment to quality is reflected in its corporate mission statement: "We, the Toshiba Group Companies, based on our total commitment to people and to the future, are determined to create a higher quality of life for all people, and do our part to help ensure that progress continues within the world community."

About Readers' Choice:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.