

First Look

A Buyers Lab New Product Brief | JUNE 2008

ASIA PACIFIC ED<u>ITION</u>

Toshiba e-STUDIO4520c

45 PPM Business Colour Device Copy • Print • Scan • Fax



Features:

- Maximum monthly duty cycle: 70,000 impressions
- · Recommended monthly volume: Information not available
- New ASICs and e-TAIP toner and developer

Noteworthy:

- Colour touch-screen LCD with My Menu button
- e-BRIDGE Open Architecture and e-CONNECT support
- Standard/maximum memory capacity: 1.5 GB
- Standard/maximum paper capacity: 1,200/3,700 sheets
- · Optional Fiery System 8e controller

TARGET MARKET

With a rated speed of 45 ppm in colour and black, the Toshiba e-STUDIO4520c is designed for mid- to high-volume demands in medium-size to large departments and workgroups. The unit, which has standard copy, network print and scan, and Internet and network fax functionality, as well as optional PC and walkup fax capabilities, won't be treated as a direct replacement for any device in the company's portfolio. According to Toshiba, the e-STUDIO4520c is targeted at all businesses that want to replace their existing MFP and those that are looking to transition to colour. The unit is suitable for general office use where up to 20 percent or more of output is in colour, and even more than that in graphic arts environments that employ the optional Fierv System 8e controller.

COMPETITORS

Toshiba listed the e-STUDIO4520c's chief competitors as the Konica Minolta bizhub C451, Ricoh Aficio MP C4500 and Sharp MX-4501N. According to BLI's database, the Canon iRC4580i also compete against the unit.

WHAT'S NEW

Based on the same engine as the e-STUDIO3510c, which won a Spring 2007 BLI "Pick of the Year" award, the e-STUDIO4520c has many improvements and features that Toshiba hasn't offered before. With its reworked ASIC algorithms and e-TAIP toner and developer, overall image quality is improved from previous devices, Toshiba said. Text is better, details in graphics and photos are razor sharp, and the colour gamut has been extended to render richer blues and redder reds. Other enhancements include a faster scan speed of up to 57 ppm in colour and black; more rapid creation of high-compression PDFs; a new energy-efficient fuser system; banner mode printing on paper up to 305 x 1200 mm via the bypass tray; outside erase, which eliminates black borders when copying books; standard scan to/print from USB function; and an optional hanging finisher that has an output capacity of 1,000 sheets and can staple up to 50 sheets in one position.

Toshiba also improved the unit's operability thanks to a new 215.9-mm WVGA control panel that includes a colour touch-screen LCD with tab browsing. Ease of use will be boosted because of the Menu hard key, which displays a customised screen for each authenticated user, Toshiba said, adding that there's now a hard key for the print function and a scan preview. Furthermore, the paper drawers are more ergonomically designed.



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In terms of service and support enhancements, the e-STUDIO4520c has easy replaceable units to reduce downtime and make technicians' lives simpler, the initial developer is shipped with the unit and the larger-capacity waste toner bottle.

However, the most noteworthy addition to the e-STUDIO4520c is e-BRIDGE Open Architecture and e-CONNECT support. The former, which is tentatively scheduled to have connectors to enable bi-directional communication, will allow for the seamless integration of Toshiba and third-party solutions, while the latter will provide for "meta-data" routing of jobs to interface with solutions such as Re-Rite, eCopy ScanStation and Microsoft SharePoint.

FEATURES

The unit comes with a standard, non-upgradeable 1.5 MB of RAM and 80-GB hard drive, both of which are shared between the copier and printer. Standard and maximum paper capacities are 1,200 and 3,700 sheets, respectively; the standard drawers can accommodate paper weights up to 256 gsm, and the standard 100-sheet bypass can accommodate paper weights up to 280 gsm. The RADF, which is an option, holds up to 100 sheets. PCL 6 and PostScript 3 drivers are standard, with a resolution of 600 x 600 dpi (enhanced resolution of 2400 x 600 dpi). Users can scan at several resolutions to e-mail, network folders via SMB, e-Filing (hard drive) and USB, in JPEG, PDF, TIFF and XPS formats; TWAIN scanning is also supported. Optional fax features include a 33.6-Kbps modem.

SECURITY & REGULATORY COMPLIANCE

There are a bevy of standard security measures for the e-STUDIO4520c: private print and network user authentication, IP and MAC address filtering, IPv6 support, 128-bit hard drive encryption and secure PDF scanning, and up to 1,000 department and 10,000 user codes to specify accessible functions and limit colour and monochrome usage. Additionally, an optional data overwrite kit completely overwrites all data on the hard drive after every job. The job log feature tracks copy, print, scan and fax jobs, including information on user, date, time, number of pages, and type of paper and job.

The unit complies with numerous agencies' regulations such as RoHS and is ENERGY STAR qualified. The control panel tilts, thus contributing to Section 508 compliance.

OPTIONS

Along with the optional hanging finisher there are two other available finishers: both the 2,250-sheet staple finisher and 2,000-sheet saddle-stitch finisher can staple up to 50 sheets in up to three positions, while the latter adds the ability to V-fold up to 15 sheets to produce 60-page booklets. Both varieties can be outfitted with a hole punch unit. A wireless LAN and Bluetooth adaptor are also available as options.

Software and Solutions

Toshiba software includes Re-Rite, which allows users to convert documents into a wide range of editable formats and then distribute those files to an e-mail address, network folder or both; Re-Search, which tags files using metadata and is the company's answer to the myriad problems associated with e-Discovery; and SMARTCard functionality, an advanced security authentication measure that allows administrators to create profiles with the use of a personal ID card so that users can only access certain functions (HID iClass and MIFARE Classic cards are also supported). Third-party solutions include eCopy ScanStation, which enables users to scan documents directly into the workflow of critical business applications; Microsoft SharePoint, which is a lifecycle document creation, collaboration and management tool; and RingDale FollowMe, which holds documents in a queue until they're released via a password or ID card swipe. Administrative utilities include TopAccess, which is Web-based and enables administrators to access device status and configuration settings remotely from their PCs; and DocMon, which allows administrators and users to view status of the unit or jobs from their desktop and be alerted when errors occur.