



2006 Pick of the Year

Outstanding Segment 3 Multifunctional Imaging System, Spring 2006



Toshiba e-STUDIO352



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For its impressive overall performance in BLI's rigorous two-month lab test, BLI has recognised the Toshiba e-STUDIO352 with a Spring 2006 "Pick of the Year" award for "Outstanding Segment 3 Multifunctional Imaging System."

"Not only did the e-STUDIO352 earn good marks in every single category evaluated, but it also holds the record as the most reliable Segment 3 model tested to date," said Daria Hoffman, BLI's managing editor. In fact, the unit completed a 150,000-impression durability test with no service required and just two misfeeds. "A reliability performance like that lets customers know they can count on the e-STUDIO352 for trouble-free operation."

This 35-ppm model, which was tested with its optional print/scan controller, was also cited for its highly automated setup procedures for network printing via the optional e-BRIDGE controller. The print drivers and utilities are on one CD, which automatically launches upon insertion into the drive, and can be installed in one session. Noted BLI Technical Manager of Testing Ken Nardone, "Toshiba's print drivers are excellent. All of the selections required for a typical print job are available on the first tab, including duplexing, finishing and reduction and enlargement, and the layout of the PostScript and PCL drivers is the same, all of which results in excellent ease of use. The drivers also offer a good feature set."

Equipped with a large touch-screen control panel, the e-STUDIO352 also offers very good ease of use and multitasking capabilities. Rounding out the strong overall performance of the e-STUDIO352 are its good overall productivity and image quality, very good feedback to users' workstations and pricing that's lower than average for comparably equipped competitive models.

"Toshiba is extremely proud that the e-STUDIO282 and e-STUDIO352 were selected as 'Pick of the Year' MFPs by Buyers Lab in their respective segment categories,"

said Mark Mathews, vice president and general manager, Toshiba America Business Solutions, Inc. "This is a huge honor in which our entire organisation can take great pride. We designed both the e-STUDIO282 and e-STUDIO352 with the end-user in mind, offering the most advanced networking and imaging capabilities possible, while making the systems highly customisable to best suit each customer's specific needs. It's always rewarding to have our efforts acknowledged by our customers and our industry, so we are especially pleased to earn these awards from an organisation as reputable as Buyers Lab."

The Toshiba e-STUDIO352 is highly recommended by BLI for monthly volumes of up to 100,000 impressions.

About BLI's Picks of the Year

Twice a year with its "Pick of the Year" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended monthly volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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