SHARP LAUNCHES 'FUTURE-PROOF' MFPs FOR GROWING WORKPLACES

London, 15 March 2016 – Sharp Europe today announces the launch of three new MX Essential A3 colour MFPs, which completes a refresh of its A3 line up. The MX-4050N, MX-3550N and MX-3050N provide SMBs, government departments and education organisations with an affordable print, copy and scan solution, with optional upgrades to allow for changing business needs.

Available in 40, 35 and 30ppm the MX Essential A3 colour models combine high quality and speed with the practicality of an easy to use and customisable interface, familiar to users of other Sharp MX devices. Sharp is also offering businesses the added flexibility of a diverse range of optional features, including advanced finishing solutions, Office Direct Print and Sharp's Open System Architecture.

Rachel Dean, European Product Business Manager, said: "We recognise that businesses have changing needs, combined with budget pressures, and we've listened to the demands for reliable A3 colour devices that do the basics well. The new MX Essential models complement our recently launched Advanced range, and makes Sharp MFPs accessible to more businesses who need their technology to evolve with them."

The MX-4050N, MX-3550N and MX-3050N offer energy efficiency features as standard and are available now across Europe.

Feature	Benefit
10.1-inch colour LCD touchscreen	The tiltable 10.1-inch LCD touchscreen with a simplified User Interface, the same across all MX Advanced and Essential models, makes it easy to perform basic tasks, with large on-screen buttons and large text. It is easy to customise, for example, if a user regularly scans documents to send via email, they can drag and drop that feature to the first section of the home screen.
Print Release	Includes an entry-level pull printing solution, which stores print jobs for authentication and release from up to five networked MFPs without the need for a print server. For the user, this means they can print from any MFP which is free, rather than waiting for an occupied MFP to become available.
Energy efficiency	The Essential models offer many energy efficiency features, including but not limited to a low TEC (typical electricity consumption) value, faster warm-up times, and the option to manually schedule power ON/OFF times to reduce power

	usage and control costs for businesses.
Auto-eject toner	Gives control back to IT Administrators, who are able to set the toner level at which the print cartridge ejects; minimising user waste and making service agreements more efficient.
SRA3 and heavy paper support	The Essential models' paper trays accommodate a wide variety of paper sizes, up to SRA3, and weights, up to 300 g/m2, offering a wider variety of print and finishing options than previous Sharp devices.
Wireless LAN (optional)	An optional wireless LAN adaptor coupled with the Sharpdesk Mobile Print/Scan application enables mobile workers to securely print to and receive scans from the MFP from anywhere with enabled smartphones and tablets.
Office Direct Print (optional)	Users are able to print Microsoft Office files (pptx, xlsx, docx) directly at the MFP via USB memory, ideal for workers off-site visiting customers, for example.
Finishing solutions (optional)	A wide range of finishing solutions can be added, including saddle stitching, manual and stapleless stapling. Up to five sheets can be bound without staples, to reduce consumables.

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