

## Competitive Analysis

Now that you have a fundamental understanding of the AR-168S/168D IMAGERS features and technology, let's take a look at several competitive units that you will most likely face off against. By having a better understanding of competitive models and how they compare, you'll be able to increase your credibility in front of prospects. Additionally, this information shows you how to overcome perceived competitive advantages by reinforcing the more positive aspects of the AR-168S/168D IMAGERS. Following are some guidelines that should be considered during any competitive bid situation:

- 1) Never criticize the competition.
- 2) Emphasize the Sharp advantages rather than the competitor's disadvantages.
- 3) Focus on the needs of the customer and how the Sharp AR-168S/168D IMAGERS fit those needs.

The information regarding competitive copiers in this Product Sales Guide was gathered from various sources. While reasonable efforts have been made to confirm its accuracy, Sharp Electronics does not assume any responsibility to correct inaccuracies or update this information.

## Sharp AR-168S/168D IMAGERs™ Competitive Analysis

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## Sharp AR-168S/168D IMAGERs vs. Canon imageRUNNER 1370F

The Canon imageRUNNER 1370 is a 13-ppm copier-based MFP introduced in October 2002. The IR 1370 belongs to the 1300 family, which includes the IR 1310 (\$1650) base model with copy/print, and the IR 1330 (\$2200) that also includes a 30-sheet document feeder. The IR 1370 (\$2600) also adds Super G3 fax. None of the three models offer PC scanning. The IR 1370 is designed to be a flexible MFP solution for various small to mid-size office environments. In the standard configuration, the IR 1370 offers 600 sheets standard paper capacity, 16 MB memory, scan-once-print-many and electronic sorting. Options include a 500-sheet paper cassette and Axis print server. The printing function includes a USB-2.0 port and an IEEE 1284 parallel port.

The 16-PPM Sharp AR-168S/168D IMAGERs™ combine advanced digital technology with powerful features and a versatile compact design. With standard full-color PC scanning, standard 600 dpi JBIG printing, and 30-sheet document feeder

(reversing on the 168D), these IMAGERs are well equipped to deliver the productivity required in today's fast-paced office environments. Additionally, both models offer a flexible upgrade strategy that includes a low-cost external print server, as well as a full-featured networking kit that includes network scanning and PCL6 network printing. Standard USB-2.0 and IEEE 1284 parallel ports make connecting the AR-168S/168D IMAGERs to your customer's computer quick and easy. The AR-168S/168D IMAGERs are versatile document solutions for any small business looking to maximize productivity.

## Sharp AR-168S/168D IMAGERs vs. Canon imageRUNNER 1370F

### Canon 1370F Strengths:

- 1100-sheet maximum paper capacity with option.
- Paper capacity includes a 100-sheet bypass tray
- Suggested retail price includes Super G3 fax function.

### Canon 1370F Weaknesses:

- No PC scanning function available (AR-168S/168D IMAGER has standard color scanning)
- Engine speed is only 13 ppm
- Total shared memory is only 16 MB
- No auto duplex feature

Model*	Sharp AR-M168S/168D	Canon imageRUNNER 1370F
SRP	Target SRP \$1,795/\$2,095	\$2,600
Date Introduced	February 2004	October 2002
Recommended Monthly Volume	Target 15,000	20,000
<b>MULTIFUNCTION MODES</b>		
Copy Function	Yes	Yes
Fax Function	Option	No
PC Print Function	Standard	Yes
PC Scan Function	Standard (full color)	No
<b>COPY FUNCTION</b>		
First Copy Time (seconds)	9.6 sec. (from ready)	13 Seconds
Copy Resolution	600 dpi	600 dpi
Multi-copy Speed (letter size)	16 ppm	13 ppm
Warm-up Time	None	4.5 seconds
Paper Capacity: Standard / Max.	300 / 550	600 / 1100
Bypass Tray / Sheet Capacity	Yes / 50 Sheets	Yes / 100 Sheets
Maximum Original Size (inches)	8.5 x 14	8.5 x 14
Maximum Output Size (inches)	8.5 x 14	8.5 x 14
Document Feeder	Standard ADF / RADF	None on 1310 / Std. on 1330
Document Feeder Capacity	30 Sheets	30 Sheets
Duplexing	Manual / Auto	Manual
Copier Memory-Standard / Max.	32 MB (shared)	16 MB / 16 MB
Sorter / Finisher	None	None
Electronic Sorting	Standard	Standard
Zoom Range	25-400%	50-200%

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Canon imageRUNNER 1370F



Model*	Sharp AR-M168S/168D	Canon imageRUNNER 1370F
<b>PC PRINT FUNCTION</b>		
Printer Description Language	Standard JBIG Host-Based	Host-Based
Print Speed	16 ppm	13 ppm
Print Resolution	600 x 600 dpi	600 x 600 dpi / 2400 x 600 enh.
Printer Memory	Shared	2 MB
PC Interface Type	Parallel, USB-2.0	Parallel, USB-2.0
OS Compatibility	Microsoft Windows 95/95/ME; NT4.0, 2000, XP	Microsoft Windows 95/98, 2000, NT4.0
Device Management	Sharp Printer Status Monitor	Not Specified
<b>PC SCAN FUNCTION</b>		
Scanner Type	Flat bed	Not Available
TWAIN Compliant	Yes	Not Available
Resolution	600 x 1200 dpi (max. optical), User selectable up to 9600 dpi	Not Available
Color Scanning Capability	Yes	Not Available
PC Interface Type	USB-2.0	Not Available
Software Included	Sharpdesk / Button manager scan destination utility	Not Available

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Canon imageRUNNER 1370F



Model*	Sharp AR-M168S/168D	Canon imageRUNNER 1370F
<b>FAX FUNCTION</b>		
Modem Type	Super G3	Super G3
Best Compression	JBIG	JBIG
Best Resolution	Superfine	Superfine
Auto Dialers	118	112
Group Dialing / Destinations	18 / 100	111 / 122
Broadcasting	100	122
<b>SUPPLY YIELDS</b>		
Toner Yield	8K @ 6%	5.3K @ 6%
Developer Yield	25K	24K
Drum Yield	25K	24K
PM Schedule	None	Information Not Available
<b>OPTIONAL EQUIPMENT</b>		
	250-sheet x 2 paper tray \$199	500 sheet drawer \$79
	External Print Server \$199	Cabinet \$125
	Network Scan / Network Print Kit \$750	Axis Print Server \$265
	Super G3 Fax kit Target SRP \$550	
	Cabinet \$140	
<b>FULLY CONFIGURED**</b>	<b>Target SRP \$2,684/\$2,984</b>	<b>\$2,679</b>

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

\*\*Does not include optional controllers, NIC, or cabinet. Includes optional paper trays feeders, and any fax option

## Sharp AR-168S/168D IMAGERs vs. Imagistics IX 3010

The Imagistics IX 3010 is a 17-ppm multifunction copy/print/scan/fax MFP (same as Muratec MFX-1700) introduced in April 2003. The IX 3010 is designed to be a flexible MFP solution for various small to mid-size office environments. In the standard configuration, the IX 3010 includes a 50-sheet document feeder and 550 sheets standard paper capacity. The MFP also includes Super G3 fax, host-based PC printing (no USB), and 600 dpi monochrome PC scanning. Several options are available that include PCL6/Postscript 2 network printing, network scanning, and various fax upgrades. Options include a 500-sheet paper cassette and Axis print server. The printing function includes a USB-2.0 port and an IEEE 1284 parallel port.

The 16-ppm Sharp AR-168S/168D IMAGERs™ combine advanced digital technology with powerful features and a versatile compact design. With standard full-color PC scanning, standard 600 dpi JBIG printing, and 30-sheet document feeder

(reversing on the 168D), these IMAGERs are well equipped to deliver the productivity required in today's fast-paced office environments. Additionally, both models offer a flexible upgrade strategy that includes a low-cost external print server, as well as a full-featured networking kit that includes network scanning and PCL6 network printing. Standard USB-2.0 and IEEE 1284 parallel ports make connecting the AR-168S/168D IMAGERs to your customer's computer quick and easy. The AR-168S/168D IMAGERs are versatile document solutions for any small business looking to maximize productivity.

## Sharp AR-168S/168D IMAGERS vs. Imagistics IX 3010

### Imagistics IX 3010 Strengths:

- Standard Super G3 fax function
- 17-ppm engine
- Toner cartridge yields 30K
- Maximum paper capacity with option is 1050 sheets

### Imagistics IX 3010 Weaknesses:

- No color PC scanning (monochrome only)
- No auto duplexing
- Standard copier memory is only 8 MB
- Monthly volume is 10K

Model*	Sharp AR-M168S/168D	Imagistics IX 3010
SRP	Target SRP \$1,795/\$2,095	\$2,495
Date Introduced	February 2004	April 2003
Recommended Monthly Volume	Target 15,000	10,000
<b>MULTIFUNCTION MODES</b>		
Copy Function	Yes	Yes
Fax Function	Option	Yes
PC Print Function	Standard	Yes
PC Scan Function	Standard (full color)	Yes
<b>COPY FUNCTION</b>		
First Copy Time (seconds)	9.6 sec. (from ready)	9 Seconds
Copy Resolution	600 dpi	600 dpi
Multi-copy Speed (letter size)	16 ppm	17 ppm
Warm-up Time	None	22 seconds
Paper Capacity: Standard / Max.	300 / 550	550 / 1050
Bypass Tray / Sheet Capacity	Yes / 50 Sheets	Yes / 50 Sheets
Maximum Original Size (inches)	8.5 x 14	8.5 x 14
Maximum Output Size (inches)	8.5 x 14	8.5 x 14
Document Feeder	Standard ADF / RADF	Standard ADF
Document Feeder Capacity	30 Sheets	50 Sheets
Duplexing	Manual / Auto	Manual
Copier Memory-Standard / Max.	32 MB (shared)	8 MB / 32 MB
Sorter / Finisher	None	None
Electronic Sorting	Standard	None
Zoom Range	25-400%	50-200%

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Imagistics IX 3010



Model*	Sharp AR-M168S/168D	Imagistics IX 3010
<b>PC PRINT FUNCTION</b>		
Printer Description Language	Standard JBIG Host-Based	Host-Based
Print Speed	16 ppm	17 ppm
Print Resolution	600 x 600 dpi	600 dpi enhanced
Printer Memory	Shared	16 MB / 144 MB
PC Interface Type	Parallel, USB-2.0	Parallel, USB-2.0
OS Compatibility	Microsoft Windows 95/95/ME; NT4.0, 2000, XP	Microsoft Windows 95/98/ME, 2000, NT4.0, XP
Device Management	Sharp Printer Status Monitor	None
<b>PC SCAN FUNCTION</b>		
Scanner Type	Flat bed	Flat bed
TWAIN Compliant	Yes	Yes
Resolution	600 x 1200 dpi (max. optical), User selectable up to 9600 dpi	600 x 600 dpi
Color Scanning Capability	Yes	Yes
PC Interface Type	USB-2.0	Parallel
Software Included	Sharpdesk / Button manager scan destination utility	Optional Third Party

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERS vs. Imagistics IX 3010



Model*	Sharp AR-M168S/168D	Imagistics IX 3010
<b>FAX FUNCTION</b>		
Modem Type	Super G3	Super G3
Best Compression	JBIG	JBIG
Best Resolution	Superfine	Ultrafine
Auto Dialers	118	200
Group Dialing / Destinations	18 / 100	32 / 230
Broadcasting	100	230
<b>SUPPLY YIELDS</b>		
Toner Yield	8K @ 6%	30K @ ?%
Developer Yield	25K	20K
Drum Yield	25K	20K
PM Schedule	None	None
<b>OPTIONAL EQUIPMENT</b>		
	250-sheet x 2 paper tray \$199	500 sheet drawer \$399
	External Print Server \$199	2 Bin Tray \$249
	Network Scan / Network Print Kit \$750	Cabinet \$195
	Super G3 Fax kit Target SRP \$550	8 / 24 MB Memory \$349 / \$495
	Cabinet \$140	Network PCL6 \$495
		Postscript 2 \$199
		PC fax \$199
<b>FULLY CONFIGURED**</b>	<b>Target SRP \$2,684/\$2,984</b>	<b>\$2,679</b>

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

\*\*Does not include optional controllers, NIC, or cabinet. Includes optional paper trays feeders, and any fax option

## Sharp AR-168S/168D IMAGERs vs. Konica 7415

The Konica 7415 is a 15-ppm digital copier introduced in July 2003. The 7415 is designed to be a compact MFP solution for small to mid-size office environments. In the standard configuration, the Konica 7415 offers a 300-sheet standard paper capacity, 32 MB memory, and scan-once-print-many. Options include electronic sorting, a 50-sheet automatic document feeder, 500-sheet paper drawer, PCL6 controller, Super G3 fax option, and 10/100baseT NIC.

The 16-ppm Sharp AR-168S/168D IMAGERs™ combine advanced digital technology with powerful features and a versatile compact design. With standard full-color PC scanning, standard 600 dpi JBIG printing, and 30-sheet document feeder (reversing on the 168D), these IMAGERs are well equipped to deliver the productivity required in today's fast-paced office environments. Additionally, both models offer a flexible upgrade strategy that includes a low-cost external print server, as well

as a full-featured networking kit that includes network scanning and PCL6 network printing. Standard USB-2.0 and IEEE 1284 parallel ports make connecting the AR-168S/168D IMAGERs to your customer's computer quick and easy. The AR-168S/168D IMAGERs are versatile document solutions for any small business looking to maximize productivity.

## Sharp AR-168S/168D IMAGERS vs. Konica 7415

### Konica 7415 Strengths:

- Maximum paper capacity with option is 750 sheets
- Machine has been out since October 2000, so price discounts will be available.

### Konica 7415 Weaknesses:

- Print function is optional
- No Color PC scanning (monochrome option)
- Bypass tray is only 1 sheet
- No USB port with print/scan options (only parallel)
- Document feeder is optional

Model*	Sharp AR-M168S/168D	Konica 7415
SRP	Target SRP \$1,795/\$2,095	\$1,895
Date Introduced	February 2004	October 2000
Recommended Monthly Volume	Target 15,000	10,000
<b>MULTIFUNCTION MODES</b>		
Copy Function	Yes	Yes
Fax Function	Option	Option
PC Print Function	Standard	Option
PC Scan Function	Standard (full color)	Option
<b>COPY FUNCTION</b>		
First Copy Time (seconds)	9.6 sec. (from ready)	11 Seconds
Copy Resolution	600 dpi	600 dpi
Multi-copy Speed (letter size)	16 ppm	15 ppm
Warm-up Time	None	30 seconds
Paper Capacity: Standard / Max.	300 / 550	300 / 750
Bypass Tray / Sheet Capacity	Yes / 50 Sheets	Yes / 1 Sheet
Maximum Original Size (inches)	8.5 x 14	8.5 x 14
Maximum Output Size (inches)	8.5 x 14	8.5 x 14
Document Feeder	Standard ADF / RADF	Optional ADF
Document Feeder Capacity	30 Sheets	30 Sheets
Duplexing	Manual / Auto	Manual
Copier Memory-Standard / Max.	32 MB (shared)	8 MB / 40 MB
Sorter / Finisher	None	None
Electronic Sorting	Standard	Option
Zoom Range	25-400%	50-200%

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Konica 7415



Model*	Sharp AR-M168S/168D	Konica 7415
<b>PC PRINT FUNCTION</b>		
Printer Description Language	Standard JBIG Host-Based	PCL5e
Print Speed	16 ppm	15 ppm
Print Resolution	600 x 600 dpi	600 x 600 dpi
Printer Memory	Shared	16 MB / 32 MB
PC Interface Type	Parallel, USB-2.0	Parallel
OS Compatibility	Microsoft Windows 95/95/ME; NT4.0, 2000, XP	Microsoft Windows 95/98/ME, 2000, NT4.0; MAC 8, 9.x
Device Management	Sharp Printer Status Monitor	
<b>PC SCAN FUNCTION</b>		
Scanner Type	Flat bed	Flat bed
TWAIN Compliant	Yes	Yes
Resolution	600 x 1200 dpi (max. optical), User selectable up to 9600 dpi	300 x 300 dpi
Color Scanning Capability	Yes	No
PC Interface Type	USB-2.0	Serial
Software Included	Sharpdesk / Button manager scan destination utility	Twain driver from Konica, optional third party software

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Konica 7415



Model*	Sharp AR-M168S/168D	Konica 7415
<b>FAX FUNCTION</b>		
Modem Type	Super G3	Super G3
Best Compression	JBIG	JBIG
Best Resolution	Superfine	Superfine
Auto Dialers	118	127
Group Dialing / Destinations	18 / 100	143 / 143
Broadcasting	100	143
<b>SUPPLY YIELDS</b>		
Toner Yield	8K @ 6%	7K @ 6%
Developer Yield	25K	7K
Drum Yield	25K	7K
PM Schedule	None	50K
<b>OPTIONAL EQUIPMENT</b>		
	250-sheet x 2 paper tray \$199	ADF \$350
	External Print Server \$199	500-sheet paper feed unit \$365
	Network Scan / Network Print Kit \$750	16 MB memory \$200
	Super G3 Fax kit Target SRP \$550	Platen cover \$50
	Cabinet \$140	PCL 5e Controller \$550
		NIC \$400, Fax \$840, Stand \$250
<b>FULLY CONFIGURED**</b>	<b>Target SRP \$2,684/\$2,984</b>	<b>\$4,045</b>

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

\*\*Does not include optional controllers, NIC, or cabinet. Includes optional paper trays feeders, and any fax option

## Sharp AR-168S/168D IMAGERS vs. Kyocera Mita KM-1510

The Kyocera Mita KM-1510 is a 15-ppm digital copier introduced in January 2001. The KM-1510 is designed to be a flexible MFP solution for various types of small to mid-size office environments. In the standard configuration, the KM-1510 offers 300-sheet paper capacity, single sheet document feeder, and 0 MB memory (16 MB upgrade available). Options include scan-once-print-many, electronic sorting, and a 250-sheet paper draw. Connectivity options include a PCL5e/PCL6 Print Controller and 10/100 Network Interface Card.

The 16-ppm Sharp AR-168S/168D IMAGERS™ combine advanced digital technology with powerful features and a versatile compact design. With standard full-color PC scanning, standard 600 dpi JBIG printing, and 30-sheet document feeder (reversing on the 168D), these IMAGERS are well equipped to deliver the productivity required in today's fast-paced office environments. Additionally, both models offer a flexible upgrade strategy that

includes a low-cost external print server, as well as a full-featured networking kit that includes network scanning and PCL6 network printing. Standard USB-2.0 and IEEE 1284 parallel ports make connecting the AR-168S/168D IMAGERS to your customer's computer quick and easy. The AR-168S/168D IMAGERS are versatile document solutions for any small business looking to maximize productivity.

## Sharp AR-168S/168D IMAGERS vs. Kyocera Mita KM-1510

### Kyocera Mita KM-1510

#### Strengths:

- Prints 18 PPM in print mode (option)
- Developer and drum yield is 100K

### Kyocera Mita KM-1510

#### Weaknesses:

- Scan-once-print many/E-Sort is optional
- No PC scanning function
- PC Printing is optional
- Document feeder is only single sheet feed
- No auto duplexing
- No fax function

Model*	Sharp AR-M168S/168D	Kyocera Mita KM-1510
SRP	Target SRP \$1,795/\$2,095	\$1,995
Date Introduced	February 2004	March 2001
Recommended Monthly Volume	Target 15,000	15,000
<b>MULTIFUNCTION MODES</b>		
Copy Function	Yes	Yes
Fax Function	Option	No
PC Print Function	Standard	Option
PC Scan Function	Standard (full color)	No
<b>COPY FUNCTION</b>		
First Copy Time (seconds)	9.6 sec. (from ready)	6.3 Seconds
Copy Resolution	600 dpi	600 dpi
Multi-copy Speed (letter size)	16 ppm	15 ppm
Warm-up Time	None	30 Seconds
Paper Capacity: Standard / Max.	300 / 550	300 / 550
Bypass Tray / Sheet Capacity	Yes / 50 Sheets	Yes / 50 Sheet
Maximum Original Size (inches)	8.5 x 14	8.5 x 14
Maximum Output Size (inches)	8.5 x 14	8.5 x 14
Document Feeder	Standard ADF / RADF	Std. SDF
Document Feeder Capacity	30 Sheets	1 Sheet
Duplexing	Manual / Auto	Manual
Copier Memory-Standard / Max.	32 MB (shared)	0 MB / 16 MB
Sorter / Finisher	None	None
Electronic Sorting	Standard	Optional
Zoom Range	25-400%	50-200%

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Kyocera Mita KM-1510



Model*	Sharp AR-M168S/168D	Kyocera Mita KM-1510
<b>PC PRINT FUNCTION</b>		
Printer Description Language	Standard JBIG Host-Based	PCL6 / PS2
Print Speed	16 ppm	18 ppm
Print Resolution	600 x 600 dpi	600 x 600 dpi
Printer Memory	Shared	8 Mb / 136 MB
PC Interface Type	Parallel, USB-2.0	Opt. Parallel / Eth.
OS Compatibility	Microsoft Windows 95/95/ME; NT4.0, 2000, XP	Microsoft Windows 95/98, 2000, NT4.0; MAC 7.6.1, 8x
Device Management	Sharp Printer Status Monitor	Kyocera Print Monitor
<b>PC SCAN FUNCTION</b>		
Scanner Type	Flat bed	Not Applicable
TWAIN Compliant	Yes	Not Applicable
Resolution	600 x 1200 dpi (max. optical), User selectable up to 9600 dpi	Not Applicable
Color Scanning Capability	Yes	Not Applicable
PC Interface Type	USB-2.0	Not Applicable
Software Included	Sharpdesk / Button manager scan destination utility	Not Applicable

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Kyocera Mita KM-1510



Model*	Sharp AR-M168S/168D	Kyocera Mita KM-1510
<b>FAX FUNCTION</b>		
Modem Type	Super G3	Not Applicable
Best Compression	JBIG	Not Applicable
Best Resolution	Superfine	Not Applicable
Auto Dialers	118	Not Applicable
Group Dialing / Destinations	18 / 100	Not Applicable
Broadcasting	100	Not Applicable
<b>SUPPLY YIELDS</b>		
Toner Yield	8K @ 6%	300g - 7K @ 5%
Developer Yield	25K	100K
Drum Yield	25K	100K
PM Schedule	None	100K
<b>OPTIONAL EQUIPMENT</b>		
	250-sheet x 2 paper tray \$199	250-sheet paper tray \$300
	External Print Server \$199	16 MB copy memory / electronic sorting \$367
	Network Scan / Network Print Kit \$750	Copier stand \$90
	Super G3 Fax kit Target SRP \$550	Printer board \$590
	Cabinet \$140	Network card \$399
<b>FULLY CONFIGURED**</b>	<b>Target SRP \$2,684/\$2,984</b>	<b>\$2,662</b>

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

\*\*Does not include optional controllers, NIC, or cabinet. Includes optional paper trays feeders, and any fax option

## Sharp AR-168S/168D IMAGERs vs. Panafax UF-9000

The Panafax UF-9000 is Panasonic's latest entry into the fax-based MFP category. The UF 9000 is a 19-PPM platen-based model introduced in February 2004. In the standard configuration the UF-9000 offers super G3 fax, PC fax, Internet fax, color network scanning, network host-based printing, a 50-sheet SPF, and auto duplexing. Options include a 250-sheet paper cassette, a PCL6 print controller, Postscript 3, and a 40 GB hard disk drive. Although, the UF-9000 offers many out-of-box features, it does not offer a duplex document feeder (RSPF), the maximum color scan resolution is only 300 dpi, and its document management software does not include OCR. Also, there is no bypass tray and USB connection does not support version 2.0.

The 16-ppm Sharp AR-168S/168D IMAGERs™ combine advanced digital technology with powerful features and a versatile compact design. With standard full-color PC scanning, standard 600 dpi JBIG printing, and 30-sheet document feeder (reversing on the 168D), these IMAGERs are well equipped to deliver the productivity required in today's fast-paced office environments.

Additionally, both models offer a flexible upgrade strategy that includes a low-cost external print server, as well as a full-featured networking kit that includes network scanning and PCL6 network printing. Standard USB-2.0 and IEEE 1284 parallel ports make connecting the AR-168S/168D IMAGERs to your customer's computer quick and easy. The AR-168S/168D IMAGERs are versatile document solutions for any small business looking to maximize productivity.

## Sharp AR-168S/168D IMAGERs vs. Panafax UF-9000

### Panafax UF-9000 Strengths:

- Engine speed is 19 ppm
- Super G3 Fax is standard
- Color network scanning is standard
- Network printing is standard
- PC faxing is standard

### Panafax UF-9000 Weaknesses:

- Duplex scanning (no RSPF)
- Color scanning resolution is only 300 dpi
- No OCR function with document management software
- No bypass tray
- USB does not support version 2.0

Model*	Sharp AR-M168S/168D	Panafax UF-9000
SRP	Target SRP \$1,795/\$2,095	\$2,395
Date Introduced	February 2004	February 2004
Recommended Monthly Volume	Target 15,000	Mid-volume (volume not specified)
<b>MULTIFUNCTION MODES</b>		
Copy Function	Yes	Yes
Fax Function	Option	Standard
PC Print Function	Standard	Standard
PC Scan Function	Standard (full color)	Standard
<b>COPY FUNCTION</b>		
First Copy Time (seconds)	9.6 sec. (from ready)	10 Seconds
Copy Resolution	600 dpi	600 dpi
Multi-copy Speed (letter size)	16 ppm	19 ppm
Warm-up Time	None	15 Seconds
Paper Capacity: Standard / Max.	300 / 550	300 / 800
Bypass Tray / Sheet Capacity	Yes / 50 Sheets	None
Maximum Original Size (inches)	8.5 x 14	8.5 x 14
Maximum Output Size (inches)	8.5 x 14	8.5 x 14
Document Feeder	Standard ADF / RADF	Std. ADF
Document Feeder Capacity	30 Sheets	50 Sheet
Duplexing	Manual / Auto	Manual
Copier Memory-Standard / Max.	32 MB (shared)	16 MB / 128 MB
Sorter / Finisher	None	None
Electronic Sorting	Standard	Standard
Zoom Range	25-400%	50-200%

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Panafax UF-9000



Model*	Sharp AR-M168S/168D	Panafax UF-9000
<b>PC PRINT FUNCTION</b>		
Printer Description Language	Standard JBIG Host-Based	Standard Host-Based
Print Speed	16 ppm	19 ppm
Print Resolution	600 x 600 dpi	600 x 600 dpi
Printer Memory	Shared	Shared
PC Interface Type	Parallel, USB-2.0	USB / Ethernet
OS Compatibility	Microsoft Windows 95/95/ME; NT4.0, 2000, XP	Microsoft Windows 95/98, 2000, NT4.0
Device Management	Sharp Printer Status Monitor	
<b>PC SCAN FUNCTION</b>		
Scanner Type	Flat bed	Flat bed
TWAIN Compliant	Yes	No
Resolution	600 x 1200 dpi (max. optical), User selectable up to 9600 dpi	600 dpi black, 300 dpi color
Color Scanning Capability	Yes	Yes
PC Interface Type	USB-2.0	Ethernet
Software Included	Sharpdesk / Button manager scan destination utility	Panasonic Document Management Software

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Panafax UF-9000



Model*	Sharp AR-M168S/168D	Panafax UF-9000
<b>FAX FUNCTION</b>		
Modem Type	Super G3	Super G3
Best Compression	JBIG	JBIG
Best Resolution	Superfine	Ultrafine
Auto Dialers	118	200
Group Dialing / Destinations	18 / 100	8 / 199
Broadcasting	100	199
<b>SUPPLY YIELDS</b>		
Toner Yield	8K @ 6%	5K @ 5%
Developer Yield	25K	5K @ 5%
Drum Yield	25K	5K @ 5%
PM Schedule	None	5K @ 5%
<b>OPTIONAL EQUIPMENT</b>		
	250-sheet x 2 paper tray \$199	500-sheet paper tray \$395
	External Printer Server \$199	128 MB sort memory \$455
	Network Scan / Network Print Kit \$750	40 GB Hard Drive for mailbox & 1000 Autodialer upgrade \$695
	Super G3 Fax kit Target SRP \$550	PCL6 Printer board \$445
	Cabinet \$140	Postscript Kit \$745
		Expansion F-ROM board \$295 (required with PCL6 or Postscript kit)
<b>FULLY CONFIGURED**</b>	<b>Target SRP \$2,684/\$2,984</b>	<b>\$2,790</b>

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

\*\*Does not include optional controllers, NIC, or cabinet. Includes optional paper trays feeders, and any fax option

## Sharp AR-168S/168D IMAGERS vs. Ricoh Aficio 1013

The Ricoh 1013 is a 13-ppm digital copier introduced in November 2001. The 1013 is designed to be a compact MFP solution for small to mid-size office environments. In the Standard configuration, the 1013 offers a 350-sheet standard paper capacity and, 8 MB memory. Options include a 30-sheet Automatic Document Feeder and 500-sheet paper tray. Connectivity options include a PCL5e/PCL6 Print Controller, Postscript 2, 10/100 Network Interface Card, and Super G3 walk-up fax kit.

The Sharp AR-168S/168D IMAGERS™ combine advanced digital technology with powerful features and a versatile compact design. With standard full-color ledger size PC scanning, standard 600 dpi PC printing, and 600-sheet paper capacity, the AR-168S/168D IMAGERS are well equipped to deliver the productivity required in today's fast-paced office environments. Additionally, the AR-168S/168D IMAGERS offer a low cost multifunction upgrade kit as well low cost paper handling options.

And, with low cost networking options that will be introduced in the future, the AR-168S/168D IMAGERS can easily grow with your customer's business. The Sharp AR-168S/168D IMAGERS are a versatile solution for any business looking to maximize productivity.

## Sharp AR-168S/168D IMAGERs vs. Ricoh Aficio 1013

### Ricoh Aficio 1013 Strengths:

- Maximum paper capacity with option is 1,350 sheets
- Bypass tray holds 100 sheets
- 8 MB copier memory can be upgraded to 40 MB

### Ricoh Aficio 1013

#### Weaknesses:

- Engine speed is only 13 ppm
- Zoom range for copy mode is only 50% to 200%
- PC printing is optional
- No scanning option
- No duplexing
- Document feeder is optional

Model*	Sharp AR-M168S/168D	Ricoh Aficio 1013
SRP	Target SRP \$1,795/\$2,095	\$1,895
Date Introduced	February 2004	November 2001
Recommended Monthly Volume	Target 15,000	5,000
<b>MULTIFUNCTION MODES</b>		
Copy Function	Yes	Yes
Fax Function	Option	No
PC Print Function	Standard	Option
PC Scan Function	Standard (full color)	No
<b>COPY FUNCTION</b>		
First Copy Time (seconds)	9.6 sec. (from ready)	8 Seconds
Copy Resolution	600 dpi	600 dpi
Multi-copy Speed (letter size)	16 ppm	13 ppm
Warm-up Time	None	20 Seconds
Paper Capacity: Standard / Max.	300 / 550	350 / 850
Bypass Tray / Sheet Capacity	Yes / 50 Sheets	Yes / 100 Sheets
Maximum Original Size (inches)	8.5 x 14	8.5 x 14
Maximum Output Size (inches)	8.5 x 14	8.5 x 14
Document Feeder	Standard ADF / RADF	Optional ADF
Document Feeder Capacity	30 Sheets	30 Sheets
Duplexing	Manual / Auto	Manual
Copier Memory-Standard / Max.	32 MB (shared)	8 MB / 40 MB
Sorter / Finisher	None	None
Electronic Sorting	Standard	Option
Zoom Range	25-400%	50-200%

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Ricoh Aficio 1013



Model*	Sharp AR-M168S/168D	Ricoh Aficio 1013
<b>PC PRINT FUNCTION</b>		
Printer Description Language	Standard JBIG Host-Based	PCL 5e / 6
Print Speed	16 ppm	13 ppm
Print Resolution	600 x 600 dpi	600 x 600
Printer Memory	Shared	16 MB / 144 MB
PC Interface Type	Parallel, USB-2.0	Parallel
OS Compatibility	Microsoft Windows 95/95/ME; NT4.0, 2000, XP	Microsoft Windows 95/98/ME,2000, NT4.0; MAC 8, 9.x
Device Management	Sharp Printer Status Monitor	Ricoh SmartNet Monitor
<b>PC SCAN FUNCTION</b>		
Scanner Type	Flat bed	Not Applicable
TWAIN Compliant	Yes	Not Applicable
Resolution	600 x 1200 dpi (max. optical), User selectable up to 9600 dpi	Not Applicable
Color Scanning Capability	Yes	Not Applicable
PC Interface Type	USB-2.0	Not Applicable
Software Included	Sharpdesk / Button manager scan destination utility	Not Applicable

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Ricoh Aficio 1013



Model*	Sharp AR-M168S/168D	Ricoh Aficio 1013
<b>FAX FUNCTION</b>		
Modem Type	Super G3	Not Applicable
Best Compression	JBIG	Not Applicable
Best Resolution	Superfine	Not Applicable
Auto Dialers	118	Not Applicable
Group Dialing / Destinations	18 / 100	Not Applicable
Broadcasting	100	Not Applicable
<b>SUPPLY YIELDS</b>		
Toner Yield	8K @ 6%	7K @ 6%
Developer Yield	25K	45K
Drum Yield	25K	45K
PM Schedule	None	45K
<b>OPTIONAL EQUIPMENT</b>		
	250-sheet x 2 paper tray \$199	Aficio 1013F includes fax \$2,595
	External Print Server \$199	ADF \$325
	Network Scan / Network Print Kit \$750	500 sheet paper deck \$340
	Super G3 Fax kit Target SRP \$550	Copier stand \$207
	Cabinet \$140	32 MB memory \$185
		Print controller \$450
		Postscript 2 option \$360
		Network card \$485
<b>FULLY CONFIGURED**</b>	<b>Target SRP \$2,684/\$2,984</b>	<b>\$2,235</b>

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

\*\*Does not include optional controllers, NIC, or cabinet. Includes optional paper trays feeders, and any fax option

## Sharp AR-168S/168D IMAGERs vs. Toshiba E-Studio 150

The Toshiba E-Studio 150 is a 15-ppm digital copier introduced in October 2002. The E-Studio 150 is based on the Sharp AR-157E with included host-based printing and color PC scanning. The E-Studio 150 comes with standard auto duplexing and offers an optional 30-sheet SPF document feeder (not an RSPF). The E-Studio 150 is designed to be a flexible MFP with out-of-box copy/print/scan functions. In the standard configuration, the 150 offers 300-sheet paper capacity, 32 MB memory, and Scan-Once-Print-Many (no electronic sorting). An optional 250-sheet paper tray is available.

The Sharp AR-168S/168D IMAGERs™ combine advanced digital technology with powerful features and a versatile compact design. With standard full-color ledger size PC scanning, standard 600-dpi PC printing, and 600-sheet paper capacity, the AR-168S/168D IMAGERs are well equipped to deliver the productivity required in today's fast-paced office environments.

Additionally, the AR-168S/168D IMAGERs offer a low cost multifunction upgrade kit as well low cost paper handling options. And, with low cost networking options that will be introduced in the future, the AR-168S/168D IMAGERs can easily grow with your customer's business. The Sharp AR-168S/168D IMAGERs are a versatile solution for any business looking to maximize productivity.

## Sharp AR-168S/168D IMAGERs vs. Toshiba E-Studio 150

### Toshiba E-Studio 150

#### Strengths:

- Color PC scanning is standard
- Host-based PC printing is standard
- Auto duplexing is standard

### Toshiba E-Studio 150

#### Weaknesses:

- Document feeder is SPF not RSPF (cannot copy 2 to 2)
- No electronic sorting
- No offset stacking
- No fax function available

Model*	Sharp AR-M168S/168D	Toshiba E-Studio 150
SRP	Target SRP \$1,795/\$2,095	\$1,595
Date Introduced	February 2004	October 2002
Recommended Monthly Volume	Target 15,000	15,000
<b>MULTIFUNCTION MODES</b>		
Copy Function	Yes	Yes
Fax Function	Option	No
PC Print Function	Standard	Standard
PC Scan Function	Standard (full color)	Standard
<b>COPY FUNCTION</b>		
First Copy Time (seconds)	9.6 sec. (from ready)	9.6 Seconds
Copy Resolution	600 dpi	600 dpi
Multi-copy Speed (letter size)	16 ppm	15 ppm
Warm-up Time	None	None
Paper Capacity: Standard / Max.	300 / 550	300 / 800
Bypass Tray / Sheet Capacity	Yes / 50 Sheets	Yes / 50 Sheets
Maximum Original Size (inches)	8.5 x 14	8.5 x 14
Maximum Output Size (inches)	8.5 x 14	8.5 x 14
Document Feeder	Standard ADF / RADF	Optional ADF
Document Feeder Capacity	30 Sheets	30 Sheets
Duplexing	Manual / Auto	Manual
Copier Memory-Standard / Max.	32 MB (shared)	8 MB / 8 MB
Sorter / Finisher	None	None
Electronic Sorting	Standard	None
Zoom Range	25-400%	25-400%

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Toshiba E-Studio 150



Model*	Sharp AR-M168S/168D	Toshiba E-Studio 150
<b>PC PRINT FUNCTION</b>		
Printer Description Language	Standard JBIG Host-Based	Standard Host Based
Print Speed	16 ppm	16 ppm
Print Resolution	600 x 600 dpi	600 x 600 dpi
Printer Memory	Shared	8 MB Shared
PC Interface Type	Parallel, USB-2.0	Parallel, USB-2.0
OS Compatibility	Microsoft Windows 95/95/ME; NT4.0, 2000, XP	Microsoft Windows 95/95/ME; NT4.0, 2000, XP
Device Management	Sharp Printer Status Monitor	Print Status Monitor
<b>PC SCAN FUNCTION</b>		
Scanner Type	Flat bed	Flat bed
TWAIN Compliant	Yes	Yes
Resolution	600 x 1200 dpi (max. optical), User selectable up to 9600 dpi	600 x1200 dpi (max. optical), User selectable up to 9600 dpi
Color Scanning Capability	Yes	Yes
PC Interface Type	USB-2.0	USB
Software Included	Sharpdesk / Button manager scan destination utility	OEM Sharpdesk / Button manager scan destination utility

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

## Sharp AR-168S/168D IMAGERs vs. Toshiba E-Studio 150



Model*	Sharp AR-M168S/168D	Toshiba E-Studio 150
<b>FAX FUNCTION</b>		
Modem Type	Super G3	Not Applicable
Best Compression	JBIG	Not Applicable
Best Resolution	Superfine	Not Applicable
Auto Dialers	118	Not Applicable
Group Dialing / Destinations	18 / 100	Not Applicable
Broadcasting	100	Not Applicable
<b>SUPPLY YIELDS</b>		
Toner Yield	8K @ 6%	8K @ 6%
Developer Yield	25K	25K
Drum Yield	25K	25K
PM Schedule	None	25K
<b>OPTIONAL EQUIPMENT</b>		
	250-sheet x 2 paper tray \$199	ADF \$295
	External Print Server \$199	250-sheet draw \$200
	Network Scan / Network Print Kit \$750	
	Super G3 Fax kit Target SRP \$550	
	Cabinet \$140	
<b>FULLY CONFIGURED**</b>	<b>Target SRP \$2,684/\$2,984</b>	<b>\$2,090</b>

\* Based on Buyers Lab Spring 2003 Multifunction Specification Guide and manufacturers Websites

\*\*Does not include optional controllers, NIC, or cabinet. Includes optional paper trays feeders, and any fax option