

Competitive Assessment

Sharp MX-7500N

vs. Ricoh Pro C5210s



Key Benefits

- BLI “Pick” as “Outstanding 71- to 80-ppm A3 Color MFP”
- Edge-to-edge printing enables operators to output high quality, full-bleed booklets in-line which helps to reduce outsourcing costs and production time
- Standard PANTONE® color support offers excellent color matching without the need for expensive software or a third party print controller
- A powerful Fiery® print server, includes direct access to Command WorkStation job management interface right from the large 15.4" touch-screen display for unmatched control and ease-of-use
- Sharp’s exclusive triple air-feed paper handling option provides higher reliability for maximum uptime as well as enhanced media support, and is virtually maintenance free
- Sharp’s Color Consistency System with next generation image process control delivers high-quality color output and maintains optimum color balance and toner density page after page
- Standard tandem printing and copying lets two Sharp MFPs work together at speeds up to 150 ppm
- Remote Front Panel feature simplifies MFP administration and operator training
- Exclusive 24/7 My Sharp™ web-based support

SHARP®

This report is provided by Sharp with data sourced from Buyers Laboratory LLC (BLI), with written permission from BLI, the document imaging industry’s leading source of unbiased and reliable test services and competitive intelligence. Test data was collected in BLI’s U.S. and U.K. laboratories and published in BLI’s Lab Test Reports, Field Test Reports and Environmental Test Reports.



BLI “Pick” Award Winner



The MX-7500N earned a Summer 2015 BLI “Pick” as an **“Outstanding 71- to 80-ppm A3 Color MFP.”** Among the reasons is the MX-7500N’s **industry-first integration** of EFI’s Fiery Command Workstation directly into its touchscreen display. George Mikolay, BLI’s senior product editor for A3 copiers/MFPs, noted that this capability “offers convenience, and reduces the costs and space requirements associated with having to purchase an additional monitor, keyboard, mouse and stand.” Also cited by BLI for contributing to the award was the MX-7500N’s **high quality printed output**, its **excellent feature set** (including the highest memory capacity in its class), “exemplary” reliability and “proactive measures for **prevention of paper overloading and misfeeds.**” BLI was also impressed with the booklet finisher option that incorporates a trimmer to let users produce full-bleed booklets easier and more efficiently than with large, expensive offline trimmers. These add up to consistent, high-quality, cost-conscious performance for a wide range of print environments.

Value Analysis: Get More. Pay Less.

Business users want to make the most of their budget—and Sharp makes that easy with a lower MSRP and more standard features, *which can save users thousands of dollars.*

Cost Comparison*	Sharp MX-7500N	Ricoh Pro C5210s
Base MSRP	\$50,760	\$65,250
PANTONE Support	Standard	Optional
EFI Fiery Print Controller	\$22,400	\$7,500 (internal)/\$24,500 (external)
Fiery Command Workstation Interface	Fully integrated with the operation panel standard with the Fiery	\$3,000 EFI Fiery Advanced Controller Interface (FACI) Kit
Side Large Capacity Tray	\$6,700 3,000 sheets	\$6,449 2,200 sheets
Booklet Finisher	\$10,720 4,000-sheet stacking 20-sheet booklet	\$6,580 2,000-sheet stacking 20-sheet booklet
Total Cost	\$ 68,180 (with standard Sharp print controller) \$ 90,580 (with EFI print controller)	\$ 85,779 (with internal EFI print controller) \$105,779 (with external EFI print controller)

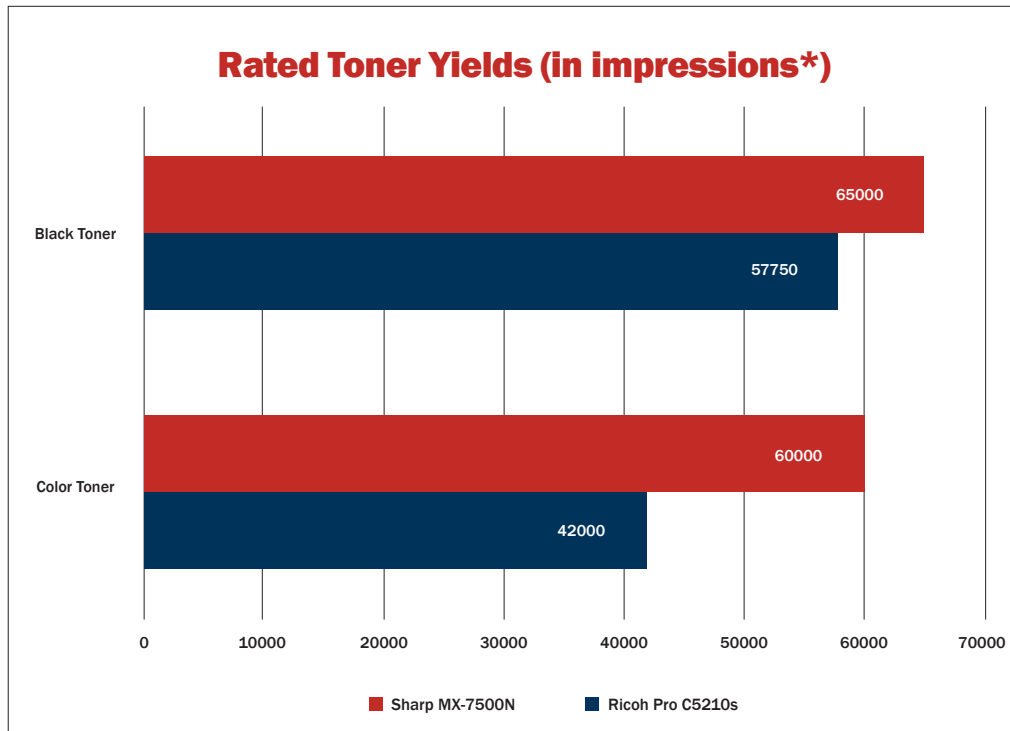
Advantages are indicated in **red**.

*Based on MSRP for device and options, as provided by the manufacturers and bliQ.



Higher Standard Toner Capacity

The MX-7500N uses advanced micro-fine toner technology, which provides a lower consumption rate and produces less waste than conventional toners, resulting in longer replacement intervals. It also offers a much higher toner capacity, which saves time.



*For the purposes of comparison all toner yields are shown at 5% page coverage.

Print Edge-to-Edge booklets inline

Sharp's exclusive edge-to-edge printing capability is an industry-first for toner based products. This capability allows customers to produce professional looking booklets on 11x17 size sheets with up to 120 pages, including an option to create square folds.

Other vendors can offer a similar functionality with large and expensive 2 or 3-edge trimming solutions. These can cost up to \$30,000. In addition to the added expense, these solutions also take up valuable real estate. In some cases, an estimated 10 feet is added to the length of the MFP.



Outstanding Achievement in Innovation for its Full-Bleed Booklet Printing





Environmentally responsible design

Sharp's environmentally-friendly design helps users save even more money. Power consumption is among the lowest in its class and the MX-7500N supports two different energy-save modes to reduce power consumption, or shut off the power, after a set interval. These important features help contribute to its lower rated TEC (total energy consumption) value when compared to the Ricoh Pro C5210s.

Customizable control panel helps find the functions you need, fast

Sharp makes walk-up functions nearly effortless, letting users spend less time at the machine and more time doing their job thanks to a control panel that can be customized to suit a user's workflow. The MX-7500N even comes with its own built-in keyboard for extra convenience, while Ricoh users must purchase an optional keyboard and keyboard holder if they want the same level of simplicity.



Standard swing out QWERTY keyboard simplifies programming jobs and increases worker productivity.

The MX-7500N's control panel features:

- A customizable home screen with up to 70 custom keys
- An industry first integrated EFI Fiery print controller at the touchscreen display
- A standard integrated swing out keyboard for simplified data entry
- A remote Front Panel feature that simplifies training, support and administration, allowing for easy configuration and troubleshooting of the MFP

An Industry first: Command Workstation integrated at the control panel



Only Sharp has EFI's Command Workstation fully integrated with the control panel of the MFP, offering unmatched control and ease-of-use. Utilizing the large 15.4" (diagonal) touchscreen and track pad to monitor jobs, supplies and make any last minute adjustments to the jobs. The Ricoh Pro C5210s must choose between a FACI (Fiery Advanced Controller Interface) Kit which adds an additional \$3,000 to the total cost or the user must walk away from the MFP to a nearby computer to control jobs eating into their productivity.





Pantone Licensing

PANTONE licensing offers unprecedented levels of color fidelity to the PANTONE MATCHING SYSTEM.

- PANTONE colors have been expertly tuned by color analysts at Pantone.
- Design professionals as well as office users will benefit from the color matching without needing additional software.
- The Ricoh Pro C5210s requires an advanced Fiery Server with Fiery Spot-On™ software which costs thousands of dollars.



Remote Front Panel function helps training, support and administration

Not only does the MX-7500N's Remote Front Panel feature allow administrators to easily configure or troubleshoot the MFP, but it also contributes to ease of training because the user panel can be demonstrated to an entire group via projector. Other uses include remote software support from Sharp OSA® software developers, and help desk support, which is easier because the administrator can "see" the MFP without being in front of it. There is no comparable capability for the Pro C5210s.

Color drop-out mode makes it easier to work with scanned documents

Unlike the Pro C5210s, the MX-7500N features color drop-out mode, which can remove shaded backgrounds from scanned documents, making them more legible and easier to convert to text-searchable file formats using OCR (optical character recognition) applications.

Quality output that is just right for business, even those with graphical applications

Sharp MFPs include key technologies users need for the best quality output, including enhanced micro-fine toner for improved edge definition and better fidelity than conventional toners, along with enhanced image density and balance for better legibility.

Work more effectively with integrated workflow solutions

The MX-7500N is built with Sharp OSA technology, which provides integration and customization capabilities to help businesses leverage their network infrastructure, as well as both on-premises and off-premises cloud-enabled services.



Summing up

For a lower price than a comparably configured Ricoh Pro C5210s, the Sharp Pro Series MX-7500N color document system offers numerous productivity-enhancing capabilities and image quality optimization, including the industry-first integration of the EFI Fiery Command Workstation job management interface into the existing touchscreen control panel, Sharp's Color Consistency System combined with the included Pantone licensing, delivers high-quality color output and maintains optimum color balance and toner density page after page for professional results. A higher maximum monthly duty cycle, better ease of use and the unique Remote Front Panel enhances overall customer experience. The Sharp Pro Series MX-7500N provides a better choice for businesses looking to control costs, maintain high quality professional results with speed and efficiency.

Key Specs at a Glance

	Sharp MX-7500N	Ricoh Pro C5210s
Rated Engine Speed	75 ppm color/75 ppm black	80 ppm color/80 ppm black
Base Price	\$50,760	\$67,320
Maximum Monthly Duty Cycle	350,000 impressions	300,000 impressions
Rated Warm-Up Time	90 seconds	120 seconds
Standard RAM	5 GB	4 GB
Standard HDD	1 TB	640 GB
Maximum Paper Capacity	13,500 sheets	8,250 sheets
Maximum Paper Sources	9	6
PANTONE support	Standard	Optional
Fiery Integration	Optional	Not Available
Adobe® PostScript® Printing	Standard	Optional
Rated Black Toner Yield	65,000 impressions	33,000 impressions
Rated Color Toner Yield	60,000 impressions	24,000 impressions

Advantages are indicated in red.

About BLI

Since 1961, Buyers Laboratory LLC. (BLI) has been the leading global independent office-equipment test lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's US and UK laboratories, the company has been the leading source for extensive runnability testing on imaging media and device consumables, as well as extensive specifications/pricing databases on MFPs, printers, scanners, solutions and fax machines. BLI also has a long-standing reputation for being the industry's most trustworthy and complete source for quality testing services and global competitive intelligence.

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