

Competitive Assessment

Sharp MX-5070N

vs. Ricoh MP C4504



Key Benefits

- More standard features reduces the need for optional upgrades
- Intuitive design with easy to use menus and a standard integrated keyboard boost user productivity
- Standard wireless interface means increased flexibility for mobile users
- Standard PANTONE® licensing means professional color matching with no added cost
- Standard OCR capability converts documents to popular Microsoft® Office file formats
- Direct printing of Microsoft Office files from USB drives helps keep users productive
- Remote Front Panel feature simplifies administration and 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.



Value Analysis: More business-critical features for less money provides greater value

Modern business users demand cutting-edge features but still need to make the most of their budget. Sharp makes that easy with the Color Advanced Series. While the base MSRP of the MX-5070N may start out higher, it offers a significantly better standard feature set, including comprehensive standard security, a built-in keyboard and Optical Character Recognition (OCR) functionality. Users that demand the precise color-matching capabilities of Pantone can expect it as a standard feature from Sharp; Ricoh users must spend thousands of dollars to buy an optional Fiery® controller to get the same results. Once you add in the prices for all the options needed to comparably configure the Ricoh MP C4504, you'll immediately see the value of the Sharp MX-5070N.

| Cost Comparison* | MX-5070N | MP C4504 |
|-------------------------------------|---|---|
| Base MSRP of MFP | \$20,625 | \$18,059 |
| QWERTY Keyboard | No charge (Integrated retractable) | \$165 (External keyboard/mounting bracket) |
| Paper Feed Unit | \$1,570 (Paper-feed unit 3 x 550 sheets) | \$1,650 (Paper-feed unit 2 x 550 sheets) |
| Booklet Finisher | \$3,495 MX-FN29 + Paper Pass Unit | \$3,900 SR3220 Finisher + Bridge Unit |
| PANTONE Color Matching | No charge | \$6,279 (via optional Fiery controller) |
| Wireless Connectivity | No charge | Not Available with Fiery controller |
| Direct Print Microsoft Office files | No charge | Not available |
| Scan to Microsoft Office Formats | No charge | \$739 M19 File Format Converter |
| Scan to Text Searchable PDF | No charge | \$345 M13 OCR Unit |
| Total Cost (with options shown) | \$25,690 | \$31,137 |

Advantages are indicated in **red**. *Based on MSRP for device and options, as provided by the manufacturer.

Highly Recommended by BLI



In BLI's exhaustive lab testing, the Sharp MX-5070N proved highly reliable and received the highest possible rating of "Highly Recommended." In addition to the unit's excellent reliability, BLI analysts praised the intuitive design, robust scan preview and above average feature set of the MX-5070N, calling it a strong choice for mid-size workgroups

"The MX-5070N easily earned BLI's Highly Recommended rating, proving highly reliable throughout our rigorous testing. Designed to meet the needs of any mid-size workgroup, this model offers the ease of operability, output quality and flexibility business users need."

– BLI Senior Editor for A3 MFPs George Mikolay

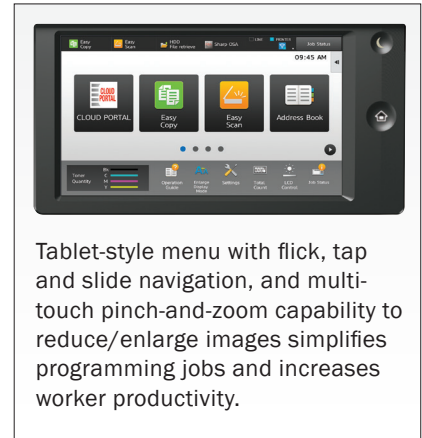


Enhanced user experience with 10.1" (diagonal) tablet-style touchscreen and integrated retractable keyboard

Sharp makes executing walk-up functions nearly effortless, letting users spend less time at the control panel and more time doing their job. While the Ricoh model also includes a large touchscreen, an external keyboard is only available as an option.

The MX-5070N's control panel features:

- An intuitive menu system and simple navigation procedures
- A choice of two different copy screens (Easy Copy and Advanced Copy) for faster programming of common jobs that users can easily switch between
- A standard integrated retractable laptop-size keyboard for simplified data entry (if Ricoh users want to add a keyboard, they have to purchase a separate keyboard and mounting bracket)
- Remote Front Panel feature, which simplifies training, support and administration, letting administrators easily configure or troubleshoot the MFP



Tablet-style menu with flick, tap and slide navigation, and multi-touch pinch-and-zoom capability to reduce/enlarge images simplifies programming jobs and increases worker productivity.

"The MX-5070N is loaded with convenience and productivity enhancing features, including support for mobile printing and cloud-based services, and remote access to the service mode and to firmware upgrades."

– BLI Manager of Lab Operations Joe Ellerman

Enhanced scan capabilities offer greater simplicity and flexibility

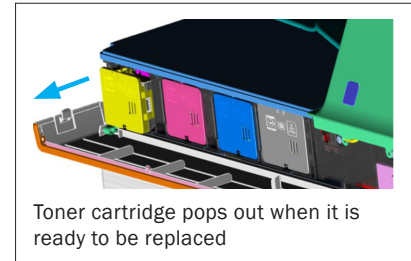
Scanning is a key component in today's modern workflows, so users are demanding more from their MFPs. From faster speeds to more advanced functionality, Sharp delivers.

- **Standard OCR:** The Sharp MX-5070N comes standard with a convenient OCR solution that converts scanned documents to popular Microsoft Office file formats. Formats supported are Word (DOCX), Excel® (XLSX), PowerPoint® (PPTX), and Text Searchable PDF. In contrast, users must purchase two optional OCR units to add similar functionality to the MP C4504.
- **Better scan preview:** The Sharp MX-5070N offers a scan preview mode that supports onscreen editing (erase, delete, move, and erase specified range), move pages and page rotation. In contrast, while the MP C4504 does let users preview scanned pages, its scan preview function does not allow for any onscreen editing or even rotating pages if the orientation is incorrect.



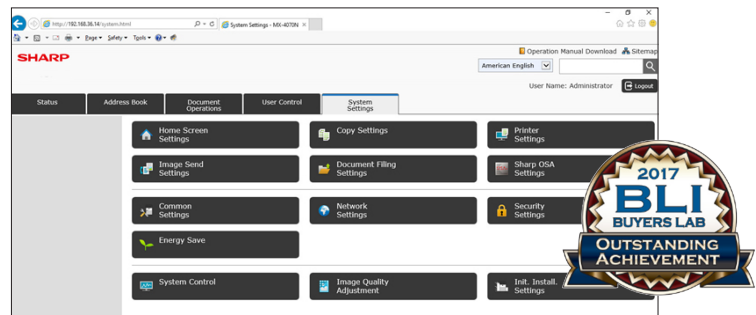
Innovative Toner Cartridge System Helps Reduce Your Costs

Sharp's innovative toner cartridge design keeps the cartridges for each color locked in place until empty to help make the most of your investment. And when it is ready for replacement, an auto-eject feature makes changing the cartridge mistake-proof.



Simplified Management Reduces IT Burden

The last thing an IT director wants to worry about is the office MFP, and Sharp makes managing the device fast and easy. For checking device status and troubleshooting errors, both the Sharp MX-5070N and Ricoh MP C4504 web user interfaces are easy to use. But Sharp includes a search function to help administrators find what they need quickly, as well as shortcut creation that allows for one-click selection of common tasks and the ability to access these shortcuts right from the control panel. Ricoh offers nothing comparable for the MP C4504. In fact, BLI analysts were so impressed with the Sharp web page user interface that they awarded it a "Winter 2017 Outstanding Achievement in Innovation" award.



"Sharp's newly designed web user interface is extremely easy to use and includes a number of capabilities not seen on the web interfaces of competing vendors. The highly intuitive search function lets an administrator search for and click on functions to quickly and easily access them. An administrator can also easily create a shortcut when on a tab or settings page and name it and save it for future use to streamline daily tasks."

- BLI Senior Editor for A3 MFPs George Mikolay

Collaborate more effectively with integrated mobile and cloud support

The days of MFPs being simple output devices are long gone. Today's MFPs need to be well connected to be effective in the modern office. The Sharp MX-5070N keeps workers connected and simplifies collaboration and workflows in a number of ways.

Standard wireless connectivity simplifies printing from mobile devices. Ricoh users will need to purchase a wireless upgrade to get the same functionality.

Mobile Device Support:

The MX-5070N comes standard with support for Apple AirPrint®, Google Android™ Printing and Google Cloud Print™. Additionally, Sharp offers Sharpdesk Mobile for advanced printing and scanning from mobile devices

Connect to popular online storage:

Sharp's Cloud Connect feature lets users quickly and easily access popular cloud services, such as Microsoft OneDrive® for Business, SharePoint® Online and Google Drive™, to store scanned content or print documents right from the control panel.



Cutting-edge technology and fast speeds keep workers productive

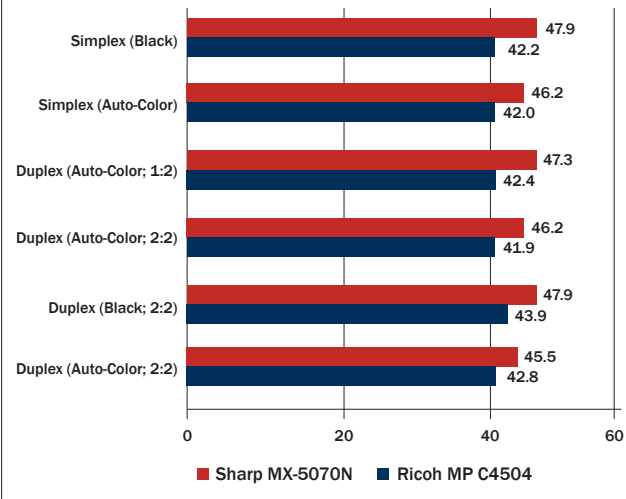
Throughout your busy workday, every second counts. That's why the Sharp MX-5070N includes an integrated walk-up motion sensor that wakes the device as you approach the control panel, which means less waiting for you.

And the MX-5070N proved faster than the MP C4504 in nearly every BLI print and copy speed test, letting Sharp users get their pages faster and get on with their day. This, combined with the MX-5070N's more intuitive design, means Sharp users can be more productive throughout the day.

Tested Copy Speed (100 pages; In PPM)

In BLI's copy speed testing the MX-5070N produced 10 copies of a 10-page document much faster than the MP C4504. So for typical office tasks, the MX-5070N delivers better productivity and a lower price.

Tested Copy Speed



Quality output that is just right for businesses, even those with color-critical applications

Sharp MFPs include key technologies that users need for the best quality color output:

- **Standard Pantone** licensing for professional-level color matching and precise printing of corporate logos and other branding. If users of the Ricoh MP C4504 want Pantone color matching, they must pay a costly fee for the optional Fiery Controller.
- Sharp's Innovative **Color Consistency System** is a synergy of three processes that help ensure color output always looks as good as the day the machine was installed
 - **Micro-fine Toner Technology** offers better fill and helps maintain color balance and edge definition
 - **Advanced Image Process Control** monitors ongoing image quality and automatically makes adjustments
 - **Developer Auto Refresh System** mixes a small amount of carrier with toner, which extends developer life and helps maintain image quality between maintenance cycles



Summing up

When compared to a comparably configured MP C4504, the Sharp MX-5070N offers faster speeds, higher quality output, with Pantone color matching, and numerous productivity-enhancing features, including a standard wireless interface and built-in keyboard, as well as advanced cloud support for document storage and collaboration. And when you add in a maximum paper capacity that is 1,600 sheets higher than that of the MP C4504, plus higher rated toner yields, the Sharp MX-5070N offers more uptime, since you will not have to replenish supplies as frequently as with the Ricoh model.

Key Specs at a Glance

| | Sharp MX-5070N | Ricoh MP C4504 |
|--|-----------------------------|---------------------------|
| Rated Engine Speed | 50 cpm color/50 cpm black | 45 cpm color/45 cpm black |
| Rated First Copy Time | 4.8 sec color/3.7 sec black | 5.7 sec color/4 sec black |
| Rated Warm-Up Speed | 15 sec | 24 sec |
| Maximum Paper Capacity | 6,300 sheets | 4,700 sheets |
| Genuine Adobe® PostScript® 3™ Printing | Standard | Optional |
| Wireless LAN Interface | Standard | Optional |
| PANTONE Color Matching | Standard | Optional |
| Direct Print Microsoft Office Files | Standard | Not Available |
| OCR Scan (DOCX, XLSX, PPTX) | Standard | Optional |
| Rated Toner Yield (black/color) | 40,000 pages/24,000 pages | 33,000 pages/22,500 pages |
| 10x Hard Drive Overwrite | Standard | No (9x after a job) |
| End-of-Lease feature (deletes all user information and data files at time of trade-in) | Standard (10x) | Standard (9x) |

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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