BUYERS LABORATORY INC.

First Look

A Buyers Laboratory Product Release Brief

Toshiba e-STUDIO2500c

Business Color Device
35 PPM Black / 25 PPM Color
Copy • Print • Scan • Fax

Features:

- ***MSRP:*** *$12,999*
- ***Std. / Max. Paper Capacity:*** *1,200/3,700 sheets*
- ***Preventive Maintenance Cycle:*** *50,000 impressions*
- ***Max Monthly Duty Cycle:*** *50,000 impressions*

Noteworthy:

- *e-Bridge technology*
- *First Easy Replaceable Unit (ERU)*
- *Tilting, half VGA color control panel*
- *Standard 128-bit encryption*
- *Optional Fiery print controller*
- *Out-of-box copy, print scan and solution-ready*
- *eCopy/Re-Rite compatible*

Watch for upcoming Field Test and Lab Test reports on this product for thorough, hands-on analysis.

Target Market

Toshiba's most recent addition to its color MFP lineup, the e-STUDIO2500c is designed for color-intensive workgroups, yet offers similar running costs, performance and the same functionality as a black-and-white MFP with a minimum hardware price premium, according to the company. The product also offers the capability to be used in graphics environments if users add the optional Fiery controller. "The e-STUDIO2500c is a compact and powerful full-color MFP device for users who need high productivity and outstanding image quality," said Kay Fernandez, director of product and solutions marketing for Toshiba America Business Solutions' (TABS) Electronic Imaging Division. "The device can be used as a fully functional color copier and as a shared network resource for printing and scanning at a very low connection cost per station."

Competitors

Fernandez told BLI that the e-STUDIO2500c competes against Canon's Color imageRUNNER C2620, Konica Minolta's bizhub C250 and Ricoh's Aficio MP C2500. Other competitors include the Sharp MX-2700N and the Xerox WorkCentre Pro C2128.

WHAT'S NEW

The e-STUDIO2500c is Toshiba's first four-drum, single-pass product to incorporate the company's e-BRIDGE technology. e-BRIDGE integrates copy, print, scan, fax and other networking capabilities in one single board within the device. The e-STUDIO2500c is also one of Toshiba's first products to employ Easy Replaceable Units (ERUs), which include both user and service-replaceable parts. Designed to reduce steps, simplify maintenance and lower the total cost of ownership, all ERUs are designed to give users or service technicians access to all of the device's key areas (including toner cartridges, transfer belt cleaning unit, process unit, toner bag, transfer belt unit and drum drive unit) in five steps or less, and in many cases, without any tools, according to Toshiba. This design will be incorporated in all future products, the company said.

Additional new features include an ergonomically designed control panel that includes one-touch access keys and a tilting half VGA color control panel. The e-STUDIO2500c also touts standard 128-bit encryption. This feature encrypts all copy, print, fax and scan data as it is written to the system's hard

drive, thus rendering any data on the hard drive useless if separated from the system. Both the color control panel and standard encryption will be provided on all Toshiba color products moving forward, according to Fernandez. The Slim PDF feature shrinks file sizes for faster network throughput. The device also now features scan to USB, while print to USB will be forthcoming.

FEATURES

The e-STUDIO2500c, which features a small footprint and is light in weight in order to keep shipping costs down, offers a color output speed of 25 ppm and a black output speed of 35 ppm. Toshiba has built networking capabilities into the device's core design, delivering an out-of-the-box copy, print, scan and solution-ready device. It provides 512 MB of standard memory (upgradeable to 1 GB) and an 80-GB hard drive.

Toshiba has also incorporated a number of new technologies in the e-STUDIO2500c to try to ensure top image quality. For instance, for users looking for a device more suitable to a graphics environment, an optional EFI controller is available, which features 256 MB of standalone memory (upgradeable to 1 GB) and an 80-GB hard drive. Further, advanced graphics features such as Trappings, Hot Folders and Spot-On can be ordered separately or together, enabling users to tailor the EFI print controller to fit the needs of their specific environments, Toshiba said. Further, Toshiba has introduced a new low-temperature-fusing color toner with smaller particles (6.8 microns). The new toner ensures excellent, smooth reproduction of photos and halftones, as well as superior color fidelity and quality, Toshiba said. A new intermediate transfer belt system, which is independent of paper movement, provides better color registration and improves drum rotation accuracy, the company said. In addition, high precision micro-discrimination technology automatically distinguishes between text, graphics and line art on the same page, enabling the e-STUDIO2500c to create sharp, accurate text and vibrant colors, Toshiba said.

REGULATORY COMPLIANCE & SECURITY

Recognizing the importance of protecting confidential company and customer data, Toshiba has included a comprehensive set of security features on the e-STUDIO2500c. For example, up to 1,000 department codes and 10,000 user codes can be programmed into the device to specify accessible functions and set limitations for both monochrome and color printing, scanning and copying. As mentioned previously, the device also features standard 128-bit encryption. In addition, an optional Data Overwrite Kit completely overwrites all temporary information on the hard drive after every job. Other security features include Private Print, which requires users to input a password to initiate their printout. Job Log tracks print, copy, fax and scan jobs with detailed information including user, date, time, number of pages, type of paper and type of job. Network authentication requires an authorized username and password to be entered to gain access to the control panel of the device.

OPTIONS

Faxing is optional on the device. Users can add a second fax line. Other options include two 550-sheet cassettes or one 2,500-sheet tandem large-capacity feeder, as well as a 100-sheet RADF. Finishing options include a saddle-stitch finisher; a multi-position finisher; and a hole-punch unit. A wireless LAN adapter, Bluetooth adapter and wireless antenna are also optional.

Software and Solutions

The device supports eCopy's ScanStation OP, which enables users to scan documents directly into the workflow of critical business applications, including reporting, administration, document management, financials, human resources and customer management. Toshiba's Re-Rite allows users to convert paper documents into a wide range of editable file formats on the fly and then distribute those files to a shared network folder, an e-mail address or both. Administrative utilities include TopAccess, a Web-based utility that enables administrators to access device status and configuration settings remotely from their PCs, and DocMon, a document monitoring utility that allows administrators and users to view status of the device or jobs from their desktop and be alerted when errors occur.

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