



A Buyers Laboratory Product Release Brief

## Toshiba e-STUDIO352

35 PPM Copy • Print • Scan • Fax



### Features

**MSRP:** Base unit \$7,625

**Std. / Max. Paper Capacity:** 1,100/3,700 sheets

**Monthly duty cycle:** 120,000 impressions

**e-Filing into electronic mailboxes**

### Noteworthy

- eCopy compatible
- Next-generation e-BRIDGE architecture
- Large tilting control panel
- Bluetooth wireless capability

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

### Target Market

The 35-ppm e-STUDIO352 is designed for small- to medium-sized workgroups that produce between 100,000 and 120,000 copies per month. The replacement model for the e-STUDIO350, to which it is very similar, this 35-ppm unit differs mainly in that it uses the next generation of Toshiba's e-BRIDGE controller, which features improved security, a faster processor and expanded wireless functionality. According to Christopher Coin, product brand manager, Toshiba America Business Solutions (TABS), "the e-STUDIO352, along with four other new models ranging in speed from 20 to 45 ppm, offers users a wide range of functionality that includes scan to e-mail, TWAIN scanning and scan-routing solutions. But users requiring faster processing power and high-volume productivity will benefit from this unit's 400-MHz processor and up to 120,000-impression monthly duty cycle." Price-conscious consumers should be aware that Toshiba also offers quarterly promotions for free printing and scan enablers through its financial services arm, which is managed by GE Capital and US Bancorp.

### Competitors

The e-STUDIO352 competes against the Canon imageRUNNER 3570, the Ricoh Aficio 3035 and the Sharp AR-M355N. Other competitors include the Konica Minolta bizhub 350, the Panasonic WORKiO DP-3530 and the Xerox WorkCentre Pro 238.

### WHAT'S NEW

Toshiba's latest-generation e-BRIDGE technology, which integrates copy, print, scan, fax and other networking capabilities in one single board within the device, offers a faster processor (400-MHz for this model) and 256 MB of memory, compared to the predecessor's 128 MB. In addition, the number of keystrokes required to perform scan to e-mail has been reduced. This model also offers LDAP support and network user authentication, which increases security by requiring users to log in with their network user name and password before being able to access data or features. Further, wireless transmission speeds have increased from 11 Mbps to 54 Mbps with support for the industry-standard 802.11g specification. Via the wireless capability, wireless-enabled PCs communicate with the device over the network via a wireless access point. In addition to 802.11g, the unit supports Bluetooth wireless capability, an industry specification for wireless personal area networks (PANs) that provides a way to connect and exchange information between devices like PDAs and printers



via secure, low-cost, globally available, short-range radio frequency. The unit's drivers are also Windows Hardware Quality (WHQL)-certified, which entitles Toshiba to use the "Designed for Windows" logo on its products. When administrators configure the unit for network printing in a Windows environment, the unit's certified drivers will prevent incompatibility issues with Windows operating systems. An on-board 10/100Mbps NIC card for TCP/IP network connectivity is also included, and in the first quarter, data cloning, role-based access and a plug-in for the HP Jet Web Admin utility will be available.

### FEATURES

The e-BRIDGE architecture offers PCL 6 and PostScript 3 network printing and network scanning (scan speed is up to 50 ppm). Because of the controller's unified design, users can purchase USB key "enablers" (one for print, one for scan and one for print and scan) to activate these functions on the controller. Advanced print features include Private Print, Scheduled Print, Print to e-Filing and Proof Print. For the base purchase price, users get standard memory of 256 MB and a 40-GB hard drive that are both shared. In addition, 32 MB of page memory enables users to temporarily store files and documents to the hard drive when the main memory is not available.

e-Filing capability allows users to scan, copy, or print documents to up to 200 electronic mailboxes with a storage capacity of 100 folders per box, 400 documents per folder and 200 pages per document. Users can retrieve information from their mailboxes over the network or at the device. e-Filing also enables users to merge documents from various applications (Excel and PowerPoint, for example) into one file, which can then be exported as a PDF or TIFF file and sent as an e-mail attachment. In addition, templates allow users to program commonly used job settings for future jobs, including finishing features, from both the control panel and the print drivers.

### REGULATORY COMPLIANCE & SECURITY

The e-STUDIO352's tilting control panel contributes to Section 508 compliance, making it easier to read and navigate. e-Filing can be disabled to prevent users from storing potentially sensitive documents on the hard drive, thereby satisfying HIPAA regulations. The Private Print feature also meets HIPAA guidelines, as it requires users to enter a PIN code to access sensitive data, such as medical records and insurance policies.

In addition to network user authentication, up to 1,000 departmental codes can be assigned to users to prevent unauthorized access to the unit. The optional Data Disk Overwrite overwrites data stored on the hard drive up to five times with random numbers. Users receive notification on the control panel's display immediately after they have finished scanning a job that data on the hard drive is being overwritten. Also, the Scrambler Board is a Common Criteria Validated option using 128-bit encryption to encrypt data on the hard drive. The unit is also Energy Star- and RoHS-compliant, and is lead-, halogen- and chromium-free.

### OPTIONS

Other options for the unit include a 2,500-sheet letter-size tandem LCT and a paper-feed pedestal that adds up to two user-adjustable 550-sheet paper drawers that accommodate paper sizes up to 11" x 17". Finishing options include a 900-sheet finisher that offers single-position stapling of up to 30 sheets, a 2,000-sheet multi-position finisher that offers multi-position stapling of up to 50 sheets and a 2,000-sheet saddle-stitch finisher that also offers multi-position stapling of up to 50 sheets. In addition, the saddle-stitch finisher can saddle-stitch up to 15 sheets to create 60-page booklets. The multi-position and saddle-stitch finishers both offer two- and three-hole punching capability. An offset catch tray that jogs multiple sets and a job separator that separates copy, print and fax jobs are also available. Other options include a 100-sheet RADF and a fax board with an optional second PSTN line.

### Software and Solutions

*The e-STUDIO352 is offered with eCopy's ScanStation OP, a scanning solution that integrates paper-based information into existing business processes and applications, such as reporting, document management and customer management. (eCopy's ScanStation OP was named a Fall 2005 BLI "Pick of the Year" for "Outstanding Scan Routing Solution.") Toshiba's RE-RITE is a scan routing solution that takes incoming files from a specified network folder, OCRing text documents, and converts them to a specified file format. The solution can convert documents to 16 different file formats, including Word, Excel, PDF, HTML, RTF and CSV. Toshiba's administrative utilities include DocMon, a document monitoring utility that enables administrators and users to view status of the device or jobs from their desktop and to be alerted when errors occur. The TopAccess Web-based utility enables administrators to access device status and configuration settings remotely over the network. The administrator can also set up and edit templates via the utility and then download them to the device to appear as one-touch keys on the touch-screen control panel display.*

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