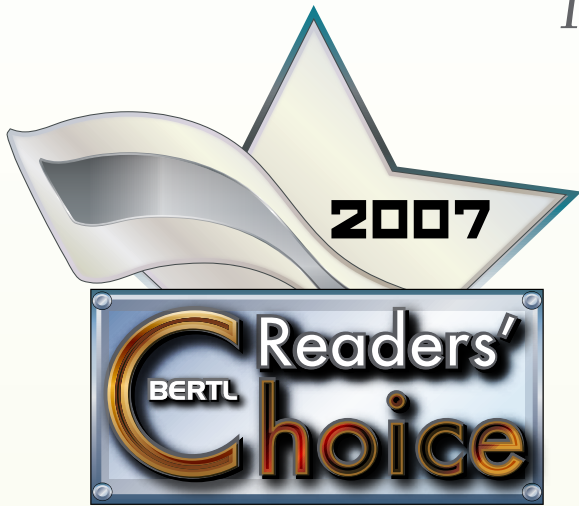


# Readers' Choice 2007

*The Market Has Spoken*



IT Knowledge Base  
**Toshiba**

**Platinum Award**

## About the Award:

While it is easy to judge a device's expense relative to the competition in terms of its initial capital cost, the issue of running cost is more difficult to assess. Furthermore, while a few hundred dollars may look significant at the day of purchase, this can fade into insignificance compared to the thousands that can be saved over the course of a contract with a more efficient/ lower running cost device.

What factors lead to reduced running costs? All-in-one cartridges in printer-centric devices can be replaced by non-technical users, which may in some instances save the need for a service contract, but may find that they are unnecessarily replacing usable components. In a multi-component copier-centric device, the lifetimes of key components may be long offering reduced consumable running costs, however, the savings may be eaten away through service contracts.

Running costs also depend on the cost of paper, quality of ink, and any kind of cost control features and software that are in place. If an enterprise mandates lower quality paper for routine printing and sets draft mode as a default on device drivers, then it can expect lower costs. In this instance, a device that can handle the lower grade papers without suffering increased breakdown rates adds to its running cost argument.

With running costs determined by a complex mix of factors, we polled our end-user readers to learn how they viewed each manufacturer's overall running cost.

## About the Winner:

Toshiba's earliest history is rooted in two companies. In 1875, Tanaka Engineering Works was founded by Hisashige Tanaka, a well-known inventor who had previously built mechanical dolls and a perpetual clock. Under the company name Shibaura Engineering Works, Mr. Tanaka's company became one of Japan's largest manufacturers of heavy electrical apparatus.

Meanwhile, Hakunetsu-sha & Co., Ltd., was established as the first Japanese plant manufacturing electric incandescent lamps. In 1899, the company was renamed Tokyo Electric Co. and had diversified into a manufacturer of consumer products. In 1939, Shibaura Engineering Works and Tokyo Electric Co. merged and the name "Toshiba" was created as a blend of both company's names.

Today Toshiba is one of the world's largest integrated manufacturers of electric and electronic equipment, employing over 165,000 people worldwide. Toshiba's commitment to quality is reflected in its corporate mission statement: "We, the Toshiba Group Companies, based on our total commitment to people and to the future, are determined to create a higher quality of life for all people, and do our part to help ensure that progress continues within the world community."

## About Readers' Choice:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.