

THE COLOR COPIER GUIDE

- **Ink jet,
LED &
laser
models**
- **Single
function &
multifunction**
- **From under
\$1,000 to
\$100,000+**
- **Editor's
Choice
Awards**



Toshiba e-STUDIO 4511

Better Buys for Business

WORTH
WATCHING
2004

Worth
Watching
Reprint

Better Buys for Business is the leading independent buyer's guide to office equipment. Our mission is to help buyers of copiers, printers, fax machines, scanners, and duplicators make smarter purchasing decisions. To learn more about *Better Buys for Business*, including subscription information on our independent guides which contain ratings for all vendor models, contact us:

800 247 2185
www.betterbuys.com

The Nation's Leading Independent Buyer's Guides for Office Equipment

Better Buys for Business

Toshiba e-STUDIO 3511
Toshiba e-STUDIO 4511

Full-color speed: 11ppm



Sum-up: Attractively priced color multifunctionals for office users.

Code named McKinley, the e-STUDIO 3511 and e-STUDIO 4511 are designed for users looking for a color model that's also capable of handling their everyday black-and-white office needs. They are part of a new generation of color machines that seek to replace black-and-white copiers. This industry trend is referred to as black-to-color, or b-to-c.

The idea is that color should be an inexpensive feature on what are ostensibly black-and-white office copiers, since most office workers require only periodic use of color. An additional benefit of being based on a black-and-white platform is the machines feature the more advanced multifunctional capabilities typical of office models.

Some competitive models seeking to penetrate the office highlight their blazing-fast color speeds, but the e-STUDIO 3511 and e-STUDIO 4511 have a far more humble approach. Both machines run at 11ppm for color, and the e-STUDIO 3511 runs at 35ppm and the e-STUDIO 4511 at 45ppm for black.

By the terms of today's market, these color speeds are very modest. Toshiba believes that most office users will produce 70-80% of their work in black and 20-30% in color on this type of product. In theory, this means that there is less need for an expensive engine able to produce faster color speeds.

The e-STUDIO 3511 and e-STUDIO 4511 have especially attractive pricing. (Note that all pricing used here is estimated — Toshiba had not announced final pricing at the time we went to press.) The e-STUDIO 3511 has a list price of \$11,895, and this includes a standard Toshiba-based print controller. The e-STUDIO 4511 goes for \$14,325, and it also includes a standard Toshiba print controller.

The e-STUDIO 3511 and e-STUDIO 4511 offer an impressive range of multifunctional capabilities. Following a trend that first started in the black-and-white copier market, the models are the first to feature Toshiba's integrated controller architecture, called e-Bridge. The way this technology works is the print controller is built directly into the machine, rather than being a separate board that is mounted on top of the copier's CPU and hard drive. In essence, the copier's operating system runs all of the machine's functions — copy, print, and scan. This type of design improves multifunctional performance and lowers manufacturing costs as well.

Toshiba has decided to enable printing, scanning (including scan-to-email), and Internet fax out of the box on the new models, and offers con-

ventional faxing as an option. The fax option goes for \$1,025, and it's based on a 33,600bps modem with JBIG compression. Dual-line faxing is available as a \$620 option.

The list of innovative features is not limited to the models' multifunctional architecture alone. For example, the machines have something Toshiba calls e-FILING. This feature is a highly developed system for storing scanned hard-copy documents, faxes, and print files using the 60GB hard drive inside the copiers. Users are able to store the images in a series of up to 200 individual software mailboxes, each of which contains 100 folders. Up to 1,000 documents can be held in each folder. The mailboxes can be used for on-demand applications involving the storage of forms and manuals, as well as merging scanned hard copy and print files from your PC.

Paper handling on the e-STUDIO 3511 and e-STUDIO 4511 is exactly what you'd expect on full-featured office copiers. The machines come with dual 550-sheet paper trays and offer an optional 550-sheet pedestal that lists for \$980. An additional 550-sheet paper tray is available for this pedestal at a list price of \$550. A 2,500-sheet large-capacity tray is also offered, at a list price of \$1,225.

The range of output options includes a 2,000-sheet finisher with 50-sheet multiposition stapling for \$2,125 and a 2,000-sheet finisher with 50-sheet multiposition stapling and booklet maker with saddlestitcher for \$3,395. Hole punching is available as an \$850 option for either finisher. The e-STUDIO 3511 is unique in also offering a low-cost finisher with a 1,000-sheet capacity and 30-sheet single-position stapling. This option lists for \$1,525.

One exciting aspect of the new models is apparent from the moment you walk up to the machine. The e-STUDIO 3511 and e-STUDIO 4511 feature the most advanced touch-screen control panel the company has offered to date. It is very large in size and uses a well-designed series of menus and prompts for programming jobs. It can be tilted to reduce glare, and it is also Section 508 compliant. (This is the governmental standard for handicap access.)

The e-STUDIO 3511 and e-STUDIO 4511 were about to launch as we went to press. If Toshiba pricing estimates hold, the models will be some of the most competitive on the market. There is a lot to like about this product series.

Keep in mind, however, that they are designed to fill a very special niche. If you regularly do large quantities of color work, they are probably not the right machines for you. For just a little more money, you can get a machine with much faster color speed.

The e-STUDIO 3511 and e-STUDIO 4511 are currently the best examples of the emerging black-to-color models that may take over the office someday. We have a slight preference for the e-STUDIO 4511, because of its faster black speed, and it receives our Worth Watching Award.

Excerpted from The Color Copier Guide, volume 158, December 2003. © 2003 Progressive Business Publications, Inc.