

# TOSHIBA

**Toshiba e-STUDIO2040c**

20ppm color  
20ppm black & white

**Toshiba e-STUDIO2540c**

25ppm color  
25ppm black & white

**Toshiba e-STUDIO3040c**

30ppm color  
30ppm black & white

**Toshiba e-STUDIO3540c**

35ppm color  
35ppm black & white

**Toshiba e-STUDIO4540c**

45ppm color  
45ppm black & white

***Sum-up: New mid-sized and large workgroup MFPs with strong features.***

These new models, along with the e-STUDIO6550c family (see below), are part of an overhaul of Toshiba's entire color MFP line. New features in these models include an upgrade to the e-BRIDGE software, more cloud connectivity, standard Gigabit Ethernet connectivity, and more security features.

There are five models in this family, and their copy/print speeds are the same in both black-and-white and color. The \$10,339 e-STUDIO2040c runs at 20ppm, while the e-STUDIO2540c (\$12,339) has a speed of 25ppm. The \$14,339 e-STUDIO3040c, \$18,339 e-STUDIO3540c, and \$22,339 e-STUDIO4540c runs at 30ppm, 35ppm, and 45ppm, respectively. All machines copy, print, and scan out of the box, and have optional faxing.

Standard memory is 1.5GB. An optional reversing document feeder (RADF) holds 100 sheets and performs two-sided scans.

As with earlier e-STUDIO models, these machines have an integrated controller architecture, called e-BRIDGE, built directly into the machine. Thus 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. Upgrades to the e-BRIDGE system include administrative ability to manage multiple e-STUDIO machines remotely.

The printing function supports PCL, PostScript, and XPS. Ethernet (including Gigabit Ethernet) is standard while both Wi-Fi and Bluetooth connectivity are optional.

These machines can output PDF, TIFF, and JPEG files, along with Secure PDF, and they are also XPS-compatible. Printing from and scanning to USB thumb drives is also standard on these models. Advanced scanning features include the ability to scan and store documents in the cloud (such as Google Docs).

The fax option is based on a 33.6kbps modem with JBIG compression. Dual-line faxing is available as an option. Fax routing via email is supported.

Paper handling is exactly what you'd expect on full-featured office copiers. The machines come with dual 550-sheet paper trays. They also offer an optional 550-sheet pedestal. An additional 550-sheet paper tray is available for this pedestal. These trays all handle ledger-size paper at up to 140lb. index. There is a standard 100-sheet bypass that can handle banners up to 12" x 47" and paper stock up to 100lb. cover (about 150lb. index). As an alternative to the second set of 550-sheet trays, a 2,500-sheet large-capacity feeder (letter-size paper only) is offered. That adds up to a maximum input capacity of 3,700 sheets. Automatic duplexing is standard.

The range of output options includes a 2,500-sheet finisher with a 250-sheet top tray and 50-sheet multiposition stapling. There is also a 3,000-sheet finisher with 50-sheet multiposition stapling and booklet maker with saddlestitcher. That unit is capable of making booklets of up to 60 pages from 15 sheets.

These e-STUDIO models are also unique in offering a low-cost finisher with a 1,000-sheet capacity and 50-sheet single-position stapling. 2/3-hole-punch units are offered as options for these finishers.

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As with the earlier series, the machines feature an 8.5" color WVGA touchscreen control panel that 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.)

Security features include IP filtering, disk encryption, and network authentication. Unlike older models, 128-bit secure PDF encryption is standard. Also, a new security feature includes what Toshiba calls "role based access control", which allows administrators to restrict users without having to use an LDAP server. The IPSec protocol is optional.

These machines are serious color copiers with a strong set of features. Toshiba was smart enough to build them on an already strong platform of its own making, adding features to what was already a pretty strong architecture. We give this family our Editor's Choice Award.

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## Vendor Profile

Toshiba is one of the smaller copier manufacturers, but it makes solid machines, and its market share in the copier business has been on the rise in the past few years. Although Toshiba may not be among the bigger players in the office products market, overall the company is much larger than most of its competitors. Fortune rankings place Toshiba's global revenues across all product lines at about the same as those of Canon, Ricoh, and Xerox combined.

Toshiba's current color copier line continues to improve. There are currently seven machines that have been released over the last few years.

Almost all of Toshiba's color copier sales are currently through dealers. However, Toshiba has set up a company to acquire dealerships in certain markets in order to operate them as wholly owned subsidiaries. In all, Toshiba has about 350 copier dealers, of which about 70% had handled Toshiba exclusively.

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