The BERTL’s Best Award for “Best High-End Workgroup Occasional Color Device” is bestowed on the product which delivers the most extensive functionality and versatility to high-level workgroup users.

BERTL has awarded the 2004 BERTL’s Best Award to the Toshiba e-STUDIO 4511 for its combination of ease of use, excellent functionality, high quality output and good color management.

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Color-capable multifunctional devices have been around for a few years, but Toshiba’s e-STUDIO 4511 is the fastest (black) and most integrated unit on the market to date. It offers speeds, functions and pricing similar to high-end monochrome-only devices while offering full color capability for occasional use.

Unlike some competing devices on the market, the Toshiba e-STUDIO 4511 does not force buyers to sacrifice a high monthly volume capability, or high-end functionality, to gain color capability.

BERTL’s 12-page report on the Toshiba e-STUDIO 4511 (located in BERTL’s Color At Work section) noted that "The Toshiba..."
e-STUDIO 4511 offers all the functionality and features of a high quality black MFP with the added benefit of color capabilities. This will hold the device in good stead for office managers transitioning to color. The device’s rich feature set, simple user interfaces and aggressive running cost pricing makes the Toshiba e-STUDIO 4511 ‘the device to beat’ in the new convenience color marketplace."

The report noted a number of the Toshiba e-STUDIO 4511’s strong points, including:

- Color copy, print and scan standard within entry-level price.
- 45ppm office copier with 11ppm color.
- Faster warm-up time than similar competing devices.
- Extensive network scanning.
- Saddle-stitch booklet finishing.
- Hole punch finishing.
- High monthly duty cycle.
- Easy to use for physically challenged.
- 999 copy capability.
- 3,700 sheet maximum paper supply.
- The Toshiba e-STUDIO 4511 comes out of the box as a 45ppm monochrome digital office device, with the added benefit of 11ppm convenience color.

Standard functions include color copying, printing, network scanning and i-Fax, with fax available as an optional upgrade.

The device includes two 550-sheet paper drawers and a 100-sheet bypass tray. Paper supplies can be increased to a maximum of 3,700 sheets via the addition of a 2,500-sheet high capacity tray (alternately, users can add two additional 550-sheet paper drawers).

Options include a 100-sheet reversing automatic document feeder, a second fax line, and a choice of two finishing options. Toshiba’s finishers are more versatile and offer more capabilities than those sold by some competitors. Toshiba’s options offer higher output as well as hole punching and saddle-stitch booklet making. Finishers offered for the Toshiba e-STUDIO 4511 are:

- A multi-position 50-sheet stapler with two bins which can stack up to 2,000 sheets.
- A saddle-stitch finisher with 50-sheet multi-position stapling, saddle-stitch bookmaking up to 15 pages (60-page booklet).
2004 Award Winner

An optional hole punch (either 2 or 3 holes depending on location) can be added to either finisher.

Because it is primarily a black device, the Toshiba e-STUDIO 4511 has the same advertised maximum monthly volume as its all-black counterpart. For example its black toner capacity is nearly three times higher than its color toner supply.

One of the Toshiba e-STUDIO 4511’s significant new features is its e-FILING system, which stores documents on the device’s 60GB hard drive. (An optional scrambler is available to protect sensitive data). This lets users store copy, print, fax and scan documents to the hard drive, retrieving them either via the copier’s LCD display, or from Toshiba’s web-based desktop utility, an enhanced version of TopAccessComposer.

With e-FILING, documents are stored through a series of ‘boxes’. There is one public e-FILING box which can be accessed by all members of the office (this is set up by the system administrator).

Aside from the shared box, up to 200 private e-FILING boxes can be set up. Private boxes can be password-protected, and each box can be further divided into a maximum of 100 folders. Each folder stores up to 400 documents, up to a maximum of 200 pages per document.

A wide range of network scanning functions is also included standard, such as scan to email, scan to file, scan to e-FILING, scan to FTP, scan to internet fax, and scan to network fax.

The Toshiba e-STUDIO 4511 offers an excellent range of standard features. It is easy to use and combines high-end functionality and running costs similar to black devices, while still delivering color capability when needed.

Spotlight On The Award Winner

Founded in Japan over 128 years ago, Toshiba has its roots as the first Japanese manufacturer of telegraphic equipment.

In 1965 Toshiba Corporation established itself in America and soon introduced its first QVC copier in 1957, becoming a member of what is now known as the Business Technology Association (BTA).

Today Toshiba is one of the world’s largest integrated manufacturers of electric and electronic equipment, employing over 170,000 people worldwide and approximately 10,000 in America. It has 364 consolidated subsidiaries worldwide.

In its long history, Toshiba America Business Solutions has received more than 150 industry awards.

One of Toshiba’s most notable accomplishments was achieved in 2000, when Toshiba became the first manufacturer to win all five BTA Channel Choice Awards. The company earned awards for Overall Performance, Digital Product Line, Product Line, Corporate Support and Marketing Distribution Policy.

The company is involved in more than 500 major technologies, specializing in information and communication equipment and systems, electronic components and materials, and power systems, industrial equipment and consumer products.

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.”