

# A guide to perfect colour



**TOSHIBA**

# OCCASIONAL COLOUR

# Colour doesn't have to be a long and winding road of pitfalls!

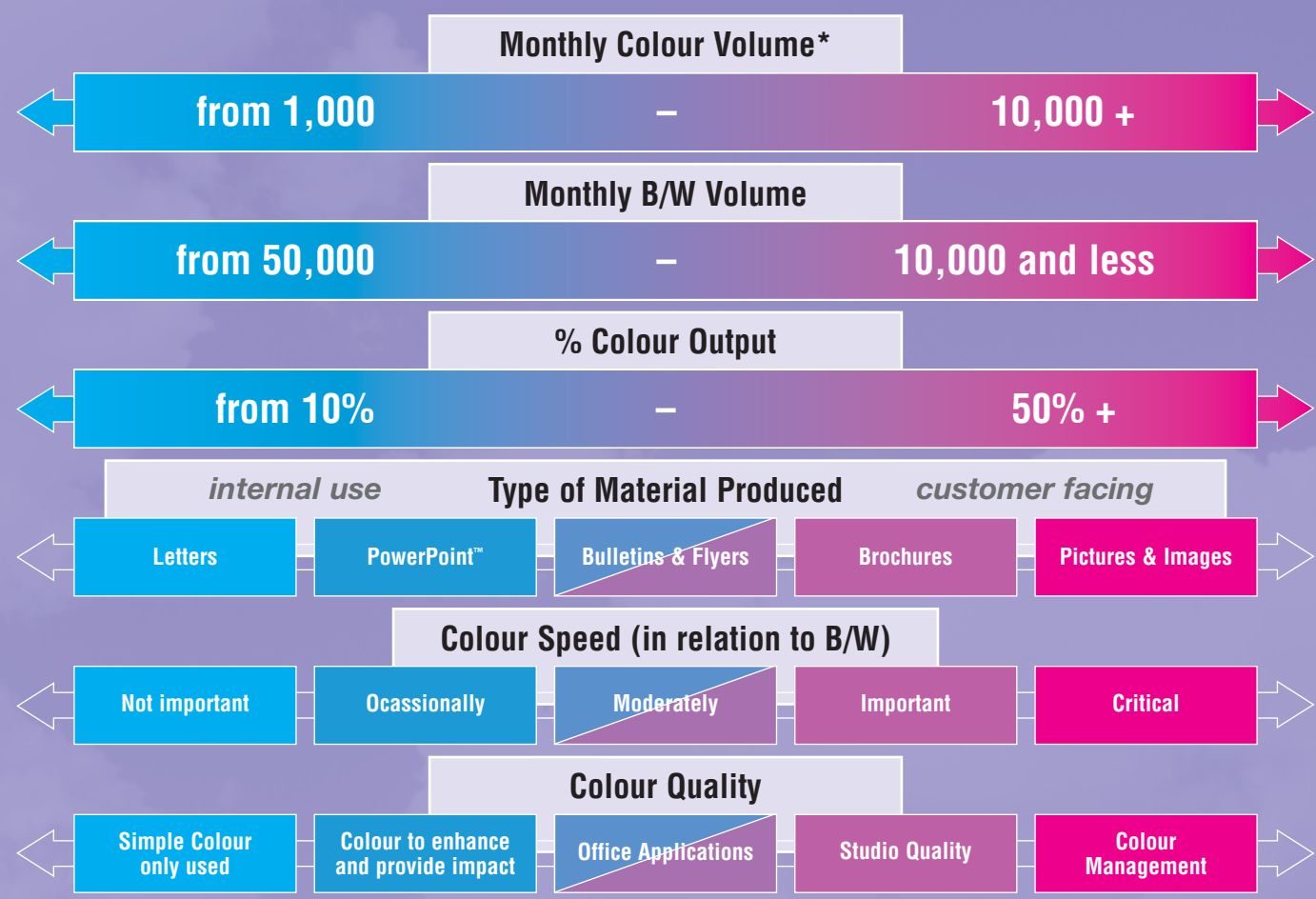
# BUSINESS COLOUR



Colour is natural and an everyday part of business today, from a PowerPoint™ presentation to a Direct Mail piece, colour is fundamental to our needs but until now it hasn't always been accessible to everyone, however, Toshiba have developed a revolutionary range of colour output devices that:

- 1) Carry a surprisingly low capital cost
- 2) Operate with very low running costs on both colour and B/W
- 3) Deliver sharp, vibrant and high quality colour output
- 4) Print at blistering speeds equal to B/W only devices
- 5) Enable outsourced print to be catered for in-house

Every business has a different requirement from a colour output device, which is why Toshiba have developed a unique dual-range offering to meet your own requirements. So, avoid the pitfalls of buying a product that isn't right for the job and answer the questions below to find out the best product for your business' needs:



Once you have selected your chosen product range and model, you can rest assured that your Toshiba device is packed full of features.

**Finishing capabilities** that include Booklet Making – Saddle Stitching – Hole Punching. **Scanning functionality** that includes Scan to file and email – Scan to USB – Up to 50 scans per minute. **Unbeatable Security** such as Data overwrite kits – User authentication for emailing – Private and scheduled print – HDD data scrambling – individual usage restrictions **AND** faxing capabilities – Fully adjustable VGA screen – print, copy scan as standard

## e-STUDIO 281c/351c/451c

Occasional Colour users need look no further than Toshiba's range of Colour capable devices.

### Features and Benefits include:

- ✓ Colour Speeds of 11 prints per minute (A4) and 5.3 pages per minute (A3)
- ✓ B/W speeds of 28/35/45 prints per minute (A4) and 16/21/22 prints per minute (A3)
- ✓ Paper handling up to 209gsm and A3 wide
- ✓ Auto Colour Selection distinguishes between B/W and Colour
- ✓ Scan in at 50 scans per minute B/W and 40 scans per minute Colour
- ✓ Up to 3,700 sheet paper capacity
- ✓ Print, copy and scan as standard

## e-STUDIO 2500c/3500c/3510c\*

Vibrant full colour at blistering speed with Toshiba's groundbreaking Business Colour devices

### Features and Benefits include:

- ✓ Colour Speeds of 25/35 prints per minute (A4) and 15/18 prints per minute (A3)
- ✓ B/W speeds of 35 prints per minute (A4) and 18 pages per minute (A3)
- ✓ Paper handling up to 256gsm and A3+
- ✓ Scan to USB, email attachment, file server or e-filing
- ✓ Full colour tiltable LCD control panel
- ✓ True 8-bit processing and 4-line CCD sensors resulting in smooth gradations and outstanding scan quality
- ✓ Advanced user authentication and SSL encryption

# From the high road to the low road, colour is important wherever you go...

Colour is natural to us, it's how we see the real world, and colour in documents makes an astounding difference, tests have shown that attention is increased by 16%, recall by 78% and understanding by 73%. So the value of colour is not only to be found in sales documents and marketing material, but in making the complex clear and the mundane meaningful. Just think how much a PowerPoint™ presentation loses in black and white.

And with Toshiba, colour need not be expensive any more, for few firms need the highest levels of colour fidelity, indeed one solution is the new generation of 'occasional colour / colour capable' printers that provide

high quality colour output and yet do not have the cost penalties associated with printing mono pages on a dedicated colour printer.

The colour produced is consistent and vibrant enough to match any conventionally printed logo or letterhead. For the first time, colour capable printers bring true and affordable colour printing into the office.

Where the quality of business colour truly does count, Toshiba have it covered once again with another range of amazingly cost effective full colour devices that deliver fast, high quality output at a fraction of the cost usually associated with other manufacturers specialist colour devices.



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