



BERTL's Best™

9th Annual Awards



2004 Award Winner

Innovation Award - Best Security Solutions Sharp Electronics Corporation



The BERTL's Best Award for "Best Security Solutions" is bestowed on the manufacturer who delivers the most extensive and useful range of security capabilities for offices where security is of paramount importance.

BERTL has awarded the 2004 BERTL's Best Award to Sharp for its front-running position in document security and its wide range of security features available for its Imager series.

Never before has data security been a more pressing issue for the office imaging industry. As the list of data security Acts continues to grow (FERPA, FSMA, HIPAA, Sarbanes-Oxley) and the penalties for non-compliance become stiffer, corporations have to take a closer look at every area in which data storage could be compromised.

While data protection legislation is not a new issue, for years copier manufacturers did not have to concern themselves with it, because their devices did not have the capacity to store data.

Sharp has been, and continues to be, at the forefront of MFP security for some time. It was the first to achieve Common Criteria certification for its hard drive overwriting system on its Imager series.

BERTL's Best 2004 9th Annual Spring Awards Recognizing The BEST In Digital Imaging Technology and Innovation

The lead-up time to the **BERTL's Best Spring Awards** marks an intense period of research for BERTL analysts. Starting first week of January, BERTL analysts begin work reviewing every major **NEW** corporate-level copier, printer, color, production and multifunctional device introduced to the market as of January 1st. Devices are analyzed across a wide range of parameters with the end-user experience being the primary consideration. BERTL analysts take into consideration overall value for money, competitive advantage, accessibility (for the physically challenged or visually impaired user), design and build quality, standard functions, modularity of design and upgrade path to more extensive functionality, any value-added software that is part of the product offering, network management utilities, return on investment, and more. For every device that BERTL analysts review, the company publishes a detailed evaluation report (per device) in one of its specialist services: "Color at Work," "LabCheck" or "Imaging at Work." You will find hundreds of reports at www.BERTL.com. Six months later, BERTL analysts conduct another in-depth investigation, this time they look at the entire competitive landscape of corporate-level devices, this comprises **newly launched devices**, as well as **current-line product offerings** (*this numbers several hundred devices*). Following extensive research, which takes into consideration feedback from users, product resellers and in-depth competitive study, BERTL analysts then recognize a very small, select group of devices with the highly prestigious **BERTL's Best Spring Awards**.

The digital imaging marketplace evolves at a rapid pace. In order to be scrupulously fair to manufacturers who have plans to launch products in the second-half of the year, BERTL conducts a similar end-of-year in-depth review of the competitive landscape, so that any "NEW" products launched June through December can be considered for BERTL's Best December Awards recognition.



BERTL'S

Best™

5th Annual Awards

2004 Award Winner

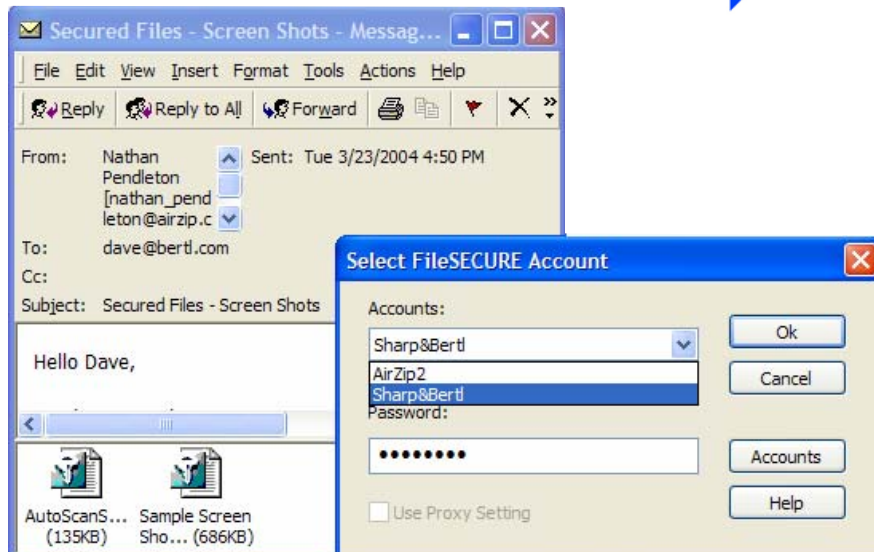
Sharp has incorporated a wide range of security features as standard measures on its range of Imager digital copiers.

Standard security measures include:

- **Confidential print**, jobs are held on the local device until the security PIN code is entered at the control panel.
- **User authentication**, verifies user access on the network before any scan operation is performed. This protects the network from unauthorized scanning and email communications.
- **IP/MAC address filtering**, the network interface card can be programmed to restrict access to the device to specific PCs within a network.
- **500 user codes**, forces users to enter their code before any access to the device can be achieved. This also provides greater monitoring ability, allowing administrators to keep tabs on who is doing what around the network.

These standard security measures put Sharp's Imager digital copiers in a strong position for data/document security conscious buyers but it is the additional range of advanced security options that distinguished Sharp from the competition.

Two critical security issues central to digital copiers involve the data storage on device hard drives, and the secure transfer of data. These are two key issues that Sharp has addressed head on.



Sharp's AirZIP Secure Scanning Solution Requiring Password Authentication Before Data Can Be Accessed

Modern digital devices have large capacity hard drives, which retain data even when disconnected.

When the job has been processed, the data is moved out of the management data area of the hard drive to make way for new jobs. However, the job still remains in memory until that specific sector of the drive is used again. In view of the vast storage potential modern hard drives possess, it could be months— or years— before the data is overwritten.

The end result could be that the hard drive of a digital MFP may be storing an archive of every job that it has printed, copied, scanned, etc. In the event of the hard drive being stolen (or indeed simply hacked into across the internet) the entire records of the company, be it an investment bank/health authority/law firm/weapons contractor, etc

could be vulnerable.

Sharp's Data Security Kit protects data residing on the hard drive using 128-bit encryption, and can be set to overwrite the encrypted data up to seven times.

Indeed, Sharp's Data Security Kit was the first data security measure implemented for a digital copier to be awarded Common Criteria Certification.

The Common Criteria program is an international evaluation alliance, with countries such as the USA and UK, among its members.

It is through the Common Criteria program that the National Security Agency and the National Institute of Standards and Technology jointly review and validate products made by manufacturers.

The other critical issue pertaining to digital copier security is the



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ease with which hard copy data can be sent externally using network scanning functionality.

To address this issue Sharp teamed up with AirZIP to provide a more secure method of sending scanned documents.

With AirZIP FileSECURE, security is persistently applied to electronic content—wherever the content may go and every time the content is accessed.

Access restriction is achieved by wrapping a security tag around the file which can be attached directly from the Sharp MFP. When the user selects the ImageSEND button on the Sharp

MFP control panel, they will see the AirZIP profile button. From there, they can select the sender profile button they require and send the document safe in the knowledge that only the desired recipient will ever be able to view the contents.

To open a secured file, the recipient must be online so the FileSECURE Reader application can communicate with the sender's FileSECURE server.

The user enters their username and password. The FileSECURE server then checks the security access that has been associated for the user.

The extensive security options available with AirZIP include limiting:

- Viewing access to specific personnel.
- Start and expiration dates during which the file can be accessed.
- Printing, screen capture, file save and other means of reproducing the file.

Due to the verification process - every time a document is accessed, a complete log of the document activity can be produced, another valuable security measure and one required by most data security acts.

Spotlight On The Award Winner

Headquartered in a 500,000 square foot building in Mahwah, New Jersey, Sharp Electronics Corporation (SEC) is the U.S. sales and marketing subsidiary of Japan's Sharp corporation. Sharp Electronics Corp. was established in the U.S. marketplace in 1962.

According to the company's mission statement, Sharp is dedicated to improving people's lives through the use of advanced technology and a commitment to innovation, quality, value and design.

Sharp Corporation is dedicated to two principal ideals: sincerity and creativity. According to

Sharp's mission statement, "By committing ourselves to these ideals, we can derive genuine satisfaction from our work, while making a meaningful contribution to society."

Sharp's creed emphasizes five basic ideas: Sincerity, Harmony, Politeness, Creativity and Courage.

Sharp is dedicated to the use of its unique, innovative technology to contribute to the culture, benefits and welfare of people throughout the world.

"It is the intention of our corporation to grow hand-in-hand with our employees, encouraging

and aiding them to reach their full potential and improve their standard of living," reads the Sharp mission statement. "Our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders...indeed, the entire Sharp family."

Sharp Electronics Corporation is also committed to protecting the environment and conserving energy. The corporate goal is to minimize the environmental impact of Sharp products by continually implementing and improving product technologies, designs and programs aimed at environmental conservation.