

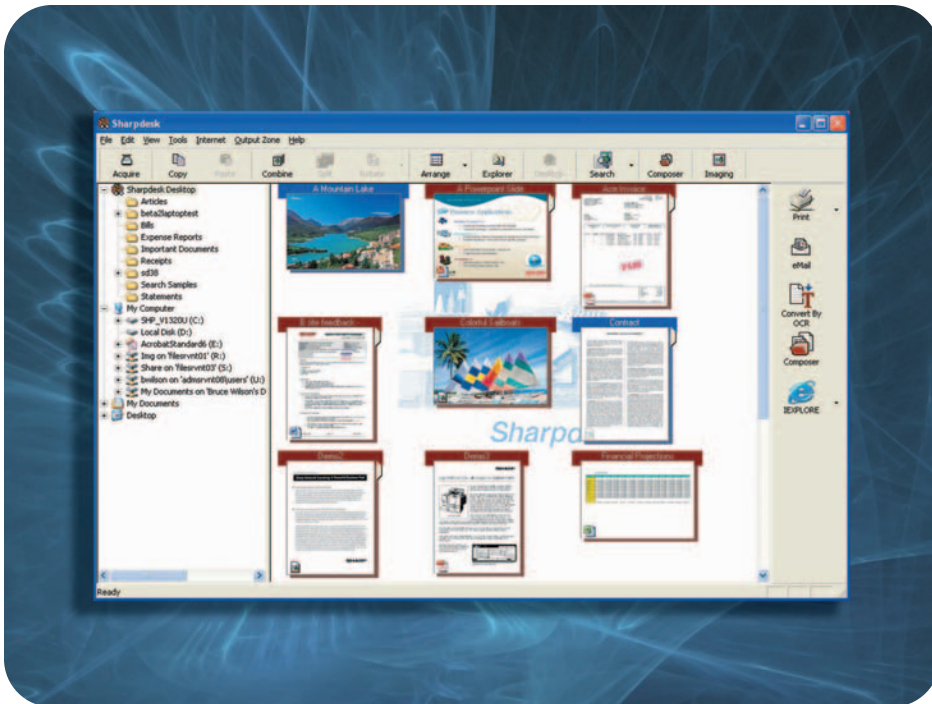
2005 Award Winner



10th Annual Awards

Best Desktop Utility

Sharp Sharpdesk



A 21st Century document imaging strategy relies on a marriage between hardware and software products. BERTL's Best Awards highlight software solutions that excel in areas including cost control, network security, document workflow, archiving and

distribution, issues that are critical decisions to every company

BERTL has awarded the 2005 BERTL's Best Award in this category to Sharp's Sharpdesk for its easy-to-use document searching and image processing capabilities.

Sharpdesk is bundled with the network scanning option on Sharp's Digital Imager family of copier MFPs. But this is more than just a give-away utility. Sharpdesk stands on its own as a personal document management tool with many features found in more advanced enterprise-level products. It integrates with Sharp MFPs and scanners, letting console users scan images directly into Sharpdesk's document libraries. Once stored, desktop users then have powerful document processing and searching features available to them from the Sharpdesk interface.

BERTL analysts have noted that Sharpdesk's search and indexing functions are both easy to use and efficient. For supported text document types — principally .doc, .html, .pdf, .pub. — the search function performs a keyword match on document contents. Even non-technical users can craft more complex searches by using the

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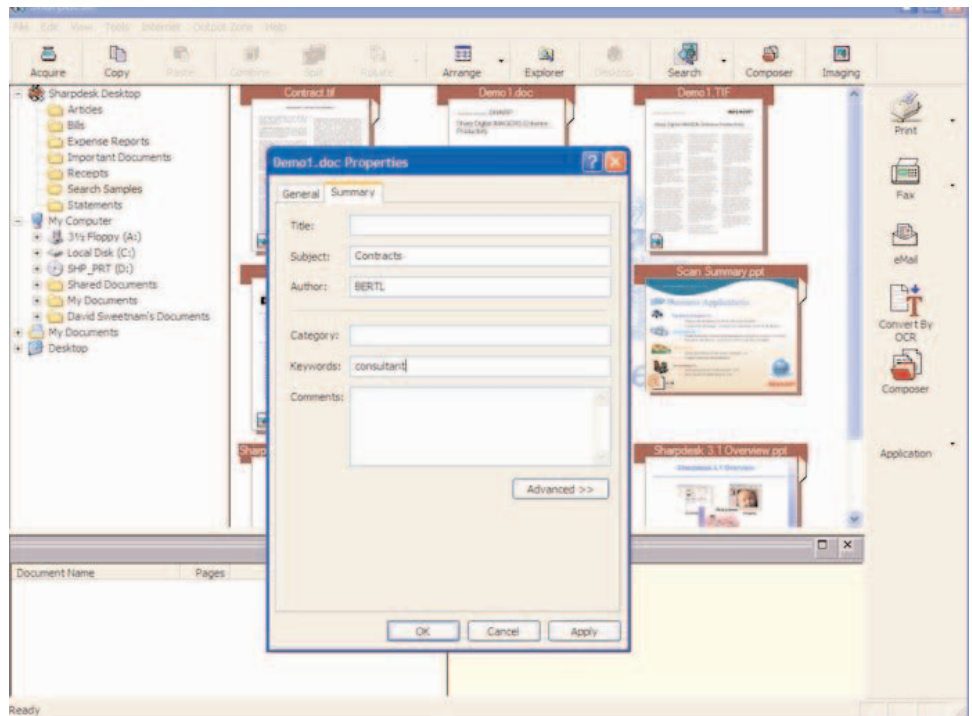
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Sharpdesk's "boolean" operators — i.e., "and" and "or". Sharpdesk also allows users to search on file attributes (file name, path, size, and modified date), and for Microsoft Office documents, on document metadata (subject, author, keyword, and title). Using all the search criteria, users can create finely-tuned queries that can quickly retrieve relevant documents.

To perform the search, Sharpdesk requires an index file to be created. Sharp has made indexing easy and unobtrusive. Users simply select which directories are to be searched, Sharpdesk does the rest. Indexing can be scheduled to run periodically in the background so that new files are automatically indexed and become searchable.

For document images, Sharpdesk also provides an OCR function to translate from data to searchable text.

Sharpdesk, though, does more than just search document libraries. Sharpdesk's also offers a sophisticated document manipulation function called Composer. Composer lets users assemble multiple documents into a single, custom job. The focus here, as with document searching, is the non-technical user. The Composer's



Users can add key words and other document metadata to make document retrieval a less time consuming process.

drag-and-drop interface can quickly be mastered, and users select the document they will be working with. They can either drag existing icons from the interface's thumbnail pane to the work pane, or they can add new documents by printing from any application using the special Composer driver. Once in the work area, page images can be reordered, duplicated, or deleted. Documents can also be annotated with header and footer page number or text.

The Composer is a capable document manipulation feature that

for many will provide all the services they are likely to need.

In summary, the Sharpdesk offers many useful features that will let smaller offices experiment with document management, OCR, and layout functions and may let them postpone the purchase of more sophisticated (and expensive) software.

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Spotlight On Sharp

Headquartered in Mahwah, New Jersey, Sharp Electronics Corporation (SEC) is the U.S. sales and marketing subsidiary of Japan's Sharp corporation. The company 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.

Sincerity and creativity are the company's two principal ideals. According to Sharp's mission statement, "By com-

mitting 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.

The company 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 also is 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.

BERTL's Best

Recognizing the Best in Digital Imaging Technology and Innovation

For the 10th consecutive year, BERTL, Inc. presents BERTL's Best: the best devices and software in the digital imaging marketplace.

BERTL's Best award winners are selected after rigorous analysis of the hundreds of digital imaging devices, software, and management utilities in the world-wide marketplace.

BERTL's analysts review current product lines and new product introductions to identify the select group of devices and software that stand apart from the others.

BERTL's Best covers the entire digital imaging and document management arena:

- Executive Office MFPs
- General Office Monochrome MFPs
- Back Office Production Devices
- Wide Format Devices
- Digital Duplicators
- General Office Color MFPs
- Back Office Production Color Devices
- Document Scanners
- Software and Utilities

Plus, BERTL's Best recognizes products for cost-efficiency and innovation.

While print or copy speeds are important, it is the feature set, functionality, performance, and overall business process value that are the key considerations in judging which product is "BERTL's Best." The important question: "How well does this product work in a real-world business setting?"

BERTL combines its wide-ranging knowledge of the competitive landscape and contact with buyers about their product and supplier experiences to identify worthy products. BERTL analyzes network management utilities, concurrency and contention, print and copy productivity, image quality, return on investment, competitive advantage, accessibility, design and build quality, standard functions, modularity of design and upgrade path, installation, and more.

BERTL is 100 percent independent. It receives no funding from the industry and all product evaluations and reports are published at BERTL's own expense for its subscribers.

BERTL publishes the world's largest library of business competitive intelligence for the digital imaging market at www.BERTL.com