



BERTL's Best™

9th Annual Awards



2004 Award Winner

Best 15-19ppm Monochrome MFP Panasonic DP-1820



The BERTL's Best Award for "Best 15-19ppm Monochrome MFP" is bestowed on the product which delivers the best value for money in terms of standard functionality and ease of use across a wide range of functions to workgroups.

BERTL has awarded the 2004 BERTL's Best Award to the Panasonic DP-1820 for its combination of high standard functionality, simple operation and reasonable price.

Bigger isn't necessarily better when you're trying to fit a copier, printer, scanner and fax machine into a crowded office. To conserve space (and possibly save money on servicing and consumables for a wide variety of different types of machines) more companies are turning to multifunctional peripherals — MFPs.

MFP devices combine two or more office functions, such as copying and printing, into one machine. In the case of the Panasonic DP-1820, the range of functions is impressive. The device ships with 18ppm copy and print functionality and a wide range of scan functions, plus fax features which can be added as upgrades.

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.



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The Panasonic DP-1820 offers so many valuable features that BERTL has awarded the device our highest honor by naming the Panasonic DP-1820 as the "Best 15-19ppm Monochrome MFP."

The Panasonic DP-1820's capabilities are impressive and offer the functionality most offices need to work productively.

Among its strong points:

- Ledger/A3 capable.
- 18ppm copying and Windows-based network printing.
- Upgrade path includes network scanning and fax.
- Very small footprint fits easily into most office spaces.
- Duplex standard on DP-1820E configuration.
- PCL and PostScript upgrade options available.
- Optional PCL driver has built-in device status monitor.
- Standard copy features include electronic sorting, rotate sort, Digital SkyShot and Double Exposure.
- Comprehensive range of available network scanning options including scan to email, scan to file and scan to internet fax.
- Internet fax and scan to desktop/scan to FTP push scanning upgrades include LDAP integration.
- POP before SMTP network authentication for security-conscious environments.
- Standard Panasonic-DMS document management software allows desktop users to manage, edit, manipulate and merge documents scanned by the DP-1820.
- Optional hard drive provides 12 memories for copy job storage and can store a maximum of 1,032 fax numbers. It also delivers a significant print spooling capability.
- Fast first copy out time.
- Fax resolution up to 600 x 600dpi.
- Optional Token Ring connectivity.
- QWERTY keyboard option.
- 50-sheet automatic document feeder.
- Standard Ethernet connectivity.
- Job Build capability allows users to build copy jobs from both the glass copy platen and the automatic document feeder, allowing a wide variety of original sources to be used in a single copy job.



The entry level Panasonic DP-1820

The Panasonic DP-1820 comes out of the box with 18ppm copy and network print built in. Scan, fax, and internet fax functions can be added as upgrades for a reasonable price.



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Standard copier memory is 16MB, expandable to a maximum of 144MB (12GB with the hard drive installed).

Standard printer memory is also 16MB, but can be expanded up to 6GB with the hard drive installed.

The print processor is 200MHz, and maximum resolution is 600 x 600dpi — enough to handle the needs of a typical business.

Paper input capacity starts at 550 sheets plus a 50-sheet bypass feeder. This can be increased to a maximum of 2,200 sheets by adding additional 550-sheet paper drawers.

Even though it has standard Ethernet connectivity and network printing, the Panasonic DP-1820 is priced aggressively, as are upgrades like network scanning and fax options.

The Panasonic DP-1820 can help offices streamline their digital imaging operations, getting rid of old, dedicated desktop printers, copiers and fax machines (which all require different consumables and servicing) and replacing them with a single device capable of handling the needs of the entire workgroup.

This can save companies money spent on consumables for three or four different types of machines, as well as reducing

servicing costs and time taken to train employees.

The Panasonic DP-1820 packs a lot of value into a small footprint (and small price). The device offers a very cost-effective way for workgroups to centralize their operations on one device, without sacrificing quality output or functionality in the process.

Spotlight On The Award Winner

In 1918, Konosuke Matsushita founded Panasonic with the birth of its parent company, Matsushita Electric Industrial Co. Ltd. At the time, Mr. Matsushita was 23 years old, with only two other employees, both family members.

The company now consists of 304 consolidated companies and more than 200,000 employees in over 36 countries. The Matsushita Electric Group has been split into 10 companies, of which three bear the Panasonic brand name.

Konosuke Matsushita originally went into business to develop

and market his self-designed attachment plug. However, Panasonic currently designs, manufactures and markets various types of electronic equipment for home and office use.

Panasonic is known throughout the industry as an electronics and office equipment specialist, developing copiers, facsimiles, multifunctional devices and printers. With more than 50 years' experience developing and manufacturing fax products, Panasonic stands out as a pioneer of the fax industry. The company played a key role in standardizing information and

communications technology, while dramatically improving image processing technology.

Panasonic conforms to the business philosophies set forth by Konosuke Matsushita in 1932. Employees are expected to help contribute to society, be fair and honest at all times, have group cooperation and team spirit, and put in a steady effort to improve themselves and their work.

In addition, the corporate philosophy states that employees should exercise courtesy, humility, adaptability and gratitude at all times.