

Press Release

Toshiba TEC Corporation  
Toshiba India Private Limited

**TOSHIBA IS ALL SET TO BE A LEADER IN INDIA WITH ITS INNOVATIVE MFPs**  
*- Aims to achieve 15% market share by 2017*

Toshiba TEC Corporation (TOKYO: 6588) has unveiled two new models of the innovative and Toshiba's smallest A3 monochrome Multi-Function Printers (MFPs) in India. The e-STUDIO2802A and e-STUDIO2802AM (e-STUDIO2802AM series) are set to bring greater convenience and cost-efficiency to smaller businesses and workgroups.

**Mr. Isao Sugehara, Chief Marketing Executive of Toshiba TEC Corporation** says "We have deeply studied the potential and hidden needs for customers in India and designed together with our R&D center, Toshiba Software India Pvt Ltd. We are very confident that these products will be well accepted by Indian market. By launching such innovative products, we want to obtain 15% market share in India market by 2017"

It's small, it's big. The body is compact A4 size, but enables A3 size output print by using built-in stack feed bypass and also enables A3 size paper scanning with its built-in Reversing Automatic Document Feeder (RADF). What's more, users can now expect very fast turnaround print jobs, as the FCOT (First Copy Time) from this firecracker is a rapid 6.4 seconds and impressive reliable print speed of 28ppm (Prints Per Minute). Power packed with colour scanning, super sharp resolutions and office-ready features such as networking and security functions are also conveniently available.

Size does matter. The incredibly compact size of eSTUDIO2802AM series can be easily tucked into tight corners and spaces such as back office of a warehouse or a tiny counter in a bank.

What makes this even more a must have device for businesses is its energy-saving features. In areas where electric power supply is uncertain, the eSTUDIO2802AM series' low power consumption is the right choice for lower running costs and greater energy conservation. Toshiba TEC's latest offerings are aligned with its commitment to the environment, and e-STUDIO2802AM series meets the major environmental programs and standards, such as International ENERGY STAR Program and EPEAT's Silver rate (it is planned to acquire EPEAT Gold rate)\*. In addition, Toshiba e-STUDIO2802AM series is certified as Toshiba's "Excellent ECPs (Environmentally Conscious Products)". Excellent ECPs is Toshiba group's internal certification but is awarded only to the products which achieve the highest level of environmental performance in the industry in terms of major functions, at the time of release.

The sister models of e-STUDIO2802AM series, the unrivaled e-STUDIO2303A, e-STUDIO2309A, and e-STUDIO2809A (e-STUDIO2809A series) are also unveiled in India. These new models of remarkable monochrome MFPs from Toshiba will certainly bring great joy to many SMEs in India.

- Major features of e-STUDIO2802AM series/ e-STUDIO2809A series
  - A4 Size A3 Capable MFP
  - Print & Copy Speed: 28ppm/ 23-28ppm
  - Colour Scan Speed: Up to 25spm
  - FCOT (A4): 6.4 sec.
  - Power Consumption: 1.4kW (220-240V)
  - Printer driver: Windows, Mac, Linux

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### **Notes to the Editor**

\* Except e-STUDIO2802A

### **About Toshiba TEC Corporation**

Toshiba TEC Corporation is a Toshiba Group company, a leading provider of technology solutions, operating across multiple industries – ranging from retail, logistics, manufacturing, and education, to hospitality. For more information please visit <http://www.toshibatec.co.jp/en/>

### **About Toshiba India Private Limited**

Toshiba India Private Limited is a wholly owned subsidiary of Toshiba Corporation Japan. Toshiba Corporation, a Fortune 500 company, channels world-class capabilities in advanced electronic and electrical products and systems into five strategic business domains: Energy & Infrastructure, Community Solutions, Healthcare Systems & Services, Electronic Devices & Components, and Lifestyles Products & Services. Guided by the principles of The Basic Commitment of the Toshiba Group, “Committed to People, Committed to the Future”, Toshiba promotes global operations towards securing “Growth Through Creativity and Innovation”, and is contributing to the achievement of a world in which people everywhere live in safe, secure and comfortable society.

Founded in Tokyo in 1875, today’s Toshiba is at the heart of a global network of over 580 consolidated companies employing 199,000 people worldwide, with annual sales surpassing 6.6 trillion yen (US\$55 billion).

To find out more about Toshiba, visit [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm)