

# SHARP

Be Original.

**BP-C542WD**  
**BP-C533WD**

Digital Full Colour Multifunctional System

So functional, so smart, so fitting



smart business partner

# A versatile colour MFD to enhance your working style



*Small/midsize offices*



*Enterprises*

## CONNECTED

Interacting with others to get the job done regardless of time or space—that's the key to maximum value.

## SEC

Information is one of our most valuable assets and needs to be safeguarded—information security—that's the key



In today's evolving work landscape, your office equipment needs to be highly adaptable—just like your business. Whether you're in a conventional office, a coworking space, or a large enterprise setting, you need a document solution that keeps pace with your team's needs. Introducing an MFD that integrates seamlessly with A3 machines and brings the power of colour document creation to any office environment. Secure, reliable, and highly functional, this versatile MFD can be the catalyst for creating new opportunities for growth.



*Executive rooms*



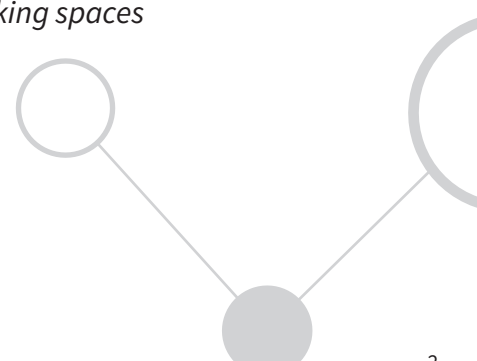
*Shared offices/coworking spaces*

# URE

Business's greatest assets  
 guarded with the utmost  
 care to propelling business.

# SMART

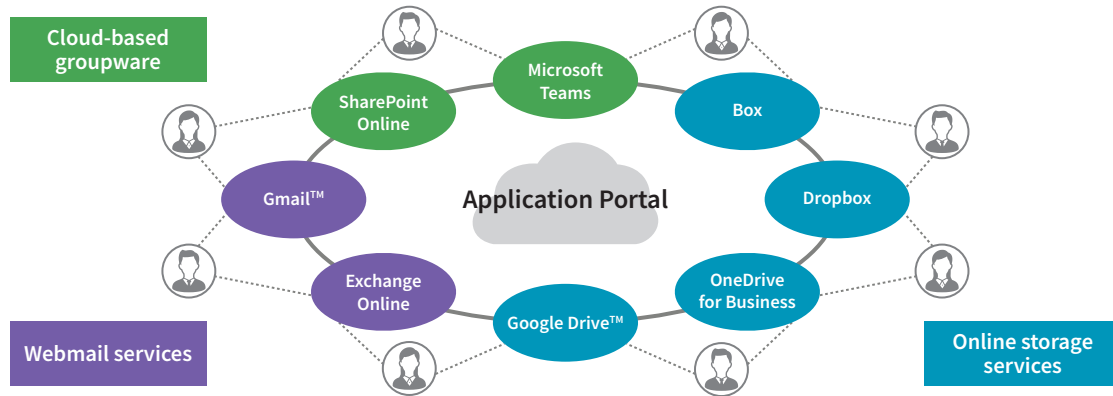
Leveraging the latest technology can help you  
 get everyday tasks done with ease and  
 efficiency—that's the key to business success.



# CONNECTED

## LINK TO CLOUD SERVICES

Make sure you and your co-workers can access each other's digital and hard-copy information so you can maximise all-important teamwork and creative collaboration. Use the MFD to swiftly scan documents and upload them to cloud services for sharing with your team. View, edit, and print documents regardless of whether you're inside or outside the office. Now's the time for smart information sharing, with a Sharp



**Application Portal\*** You can download and install apps on your MFD via Sharp's Application Portal. App updates are easily recognisable, so you'll always be up-to-date on the latest services.

\*Contact a Sharp customer representative for details.

**Single Sign-on\*** Once you log in to the MFD, its single sign-on feature allows you to quickly access multiple software services without having to sign in to each one separately.

\*User authentication must be activated. Contact a Sharp customer representative for details.

**Link with Mail Servers** Scanned data can be conveniently sent via your regular Gmail™ or Microsoft Exchange/Online account.

**Sharp OSA (Open Systems Architecture)** Linking MFD functions with third-party applications automates entire tasks, covering everything from input and processing to output, and boosting work efficiency.

## LINK WITH MOBILE DEVICES

Companies are helping usher in diversified work styles for their employees, and mobile devices like tablets and smartphones are an indispensable part of this new way of doing business. Swiftly linking MFDs with mobile devices streamlines complex, time-consuming workflows and gives easy access to data on devices. Now's the time to streamline tasks and create further value.

**Wireless LAN Connection** The MFD connects wirelessly with PCs, smartphones, and tablets. It works with the 5 GHz band. This ensures minimal radio interference and stable high-speed communications. It also supports the WPA3™ (Wi-Fi Protected Access 3) security protocol featuring improved encryption.

**Wi-Fi Direct®\*** Personal mobile devices belonging to office visitors or staff can connect to the MFD one-on-one without going through the company LAN or access point.

\*Wi-Fi Direct is for Android™ devices.

**Wi-Fi Protected Setup™** This makes it easy to connect the MFD to a secure wireless LAN without having to enter an SSID and security key.

**Universal Print from Microsoft** The MFD supports this cloud-based print service. You can print via the cloud without the need for a print driver.

**Sharpdesk Mobile\*** Mobile devices installed with this print/scan app can connect directly to the MFD for printing or downloading scanned data. Simply hold the mobile device over the MFD's NFC tag or scan the MFD's QR Code to connect.

\*Availability varies by country/region.

For details, see the Sharpdesk Mobile support website:

[https://global.sharp/products/copier/docu\\_solutions/mobile/sharpdesk\\_mobile/](https://global.sharp/products/copier/docu_solutions/mobile/sharpdesk_mobile/)

**Sharp Print Service Plugin** This mobile printing technology allows printing from Android devices.

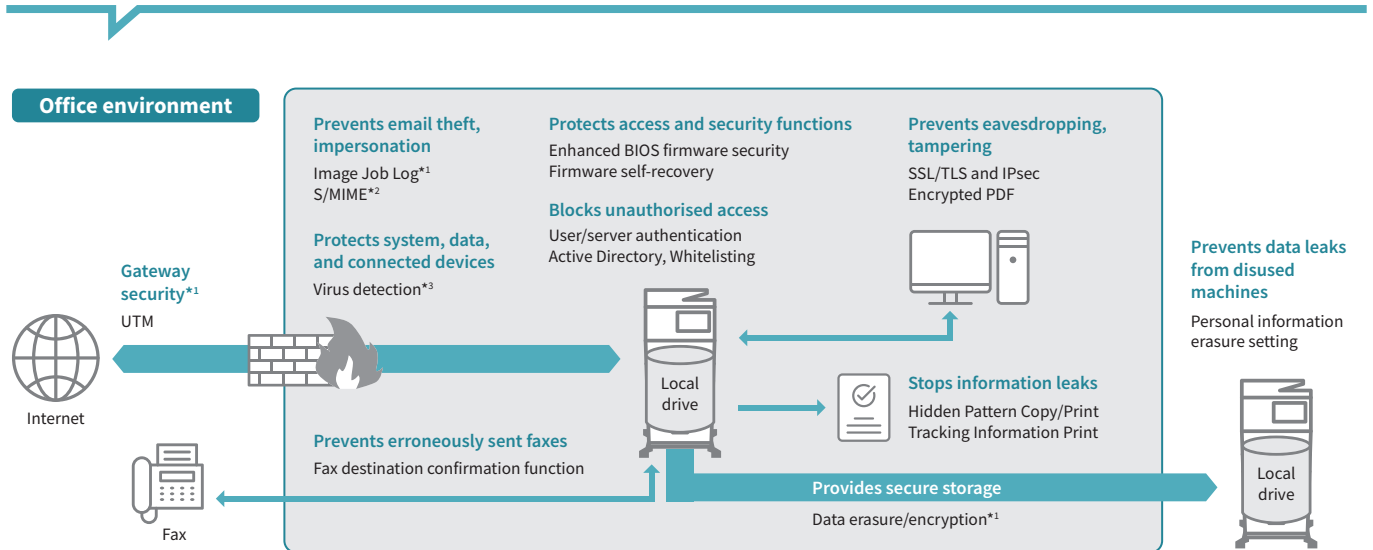
**Chrome OS™** The MFD can print directly from Chromebook™ laptops.

**AirPrint** The MFD supports the AirPrint printing feature in Apple devices. It lets you print directly from a mobile device without the need for a print driver.

# SECURE

## SEAMLESS SECURITY

With advancements in information technology come threats such as computer viruses, information leaks, and unauthorised access. Dealing with these wide-ranging threats is one of the most pressing issues for business today—which is why MFDs should be treated the same as other IT equipment. Sharp MFDs reduce all sorts of security risks by, for example, blocking unauthorised access and preventing information leaks from printouts or storage media. Now's the time to build a safer and more secure business environment with a Sharp MFD.



\*1: Contact a Sharp customer representative for details. \*2: Only when emailing scanned data. \*3: Requires optional BP-VD10.

**BIOS Firmware Security** When booting up, the MFD checks for any anomalies in the BIOS firmware. If it finds a problem, it aborts the startup. If there are other firmware-related issues, the MFD will attempt recovery to protect the system.

**Virus Detection\*** Using the Bitdefender scan engine, the MFD defends against virus attacks on itself and connected devices. It scans for viruses and prevents the MFD from transmitting them to other devices like laptops and PCs.

\*Requires optional BP-VD10.

**Server Authentication** The MFD supports external server authentication functions such as LDAP and Active Directory. With centralised management of multiple user credentials, system administrators can keep track of multiple MFD usage.

**Active Directory** By linking the MFD with Active Directory, users can access cloud services and network folders via the MFD by logging in with their authentication information. Beside the convenience of this single sign-on for users, system administrators can maintain a high level of security.

**S/MIME\*** The MFD supports email encryption and digital signature. Sending emails in encrypted format keeps data from leaking. It also prevents someone from masquerading as the sender or altering the content of an email.

\*Only when emailing scanned data.

**Whitelisting** This function protects the MFD from fraudulent programs trying to access the file system and obtain information.

**Image Job Log\*** This function creates and externally stores an image file (PDF) and a log file (XML) for each job. This helps identify unauthorised use of the MFD.

\*Contact a Sharp customer representative for details on activating this function.

**Data Encryption and Automatic Erasure\*** Job data is encrypted before being saved to the MFD's internal storage. Once the data is output or sent, it is automatically erased.

\*Contact a Sharp customer representative for details on activating this function.

**Document Control** This function prevents unauthorised use of confidential documents\* by embedding copy prevention data in them.

\*Requires optional BP-FR12U. May not work with certain types of paper, documents (such as those with a lot of photos), or MFD settings.

**Personal Information Erasure** Retained personal information and other data can be erased when it's time to replace the MFD, preventing the leakage of confidential information.

**Remote Firmware Updates** The MFD's firmware can be remotely updated—without the need for service operation—via a firmware update service, so you're always using the latest system for your MFD.

## STREAMLINE DAILY OFFICE TASKS

When you're on the go and away from your usual desk, there are only so many paper documents you can keep on hand. To solve this problem, use an MFD to scan paper-based documents into digitised form. That way, they're easy to share with others working remotely. The MFD also lets you use text from paper documents as digital data. Now's the time to improve efficiency by embracing new ways of working.

**Duplex Single Pass Feeder** The DSPF scans both pages of two-sided documents in one pass—in batches of up to 100 sheets. With scanning speeds of up to 130 opm (originals per minute; two-sided), the MFD is quick to finish even large jobs.

**Multicrop and Image Crop Functions** Multiple receipts, photos, and other items can be scanned all at once, with each one saved as a separate file. This helps you streamline the filing of receipts and bills. The MFD can also crop photos from documents such as magazine pages and save them as individual files.

**Optical Character Recognition** OCR capability on this MFD lets you convert a scanned document into a searchable PDF file or into an editable Office Open XML (pptx, xlsx, docx) file.

**Business Card Management** The MFD reads the contact details on a business card via OCR and then exports\*<sup>1</sup> these to your chosen contact management system. A dedicated business card feeder on the DSPF/RSPF easily scans batches of up to 25 cards.

\*1: Only one side of a business card at once.

**Office Direct Printing\*** Print common Microsoft Office files without using a PC. With this MFD, you can print a Word, Excel, or PowerPoint file directly from a mobile device, cloud service, USB drive, or file server.

\*The actual printout may look different from what is displayed on the computer screen. This function is enabled via Qualcomm® DirectOffice™ technology.

**Space-Efficient Inner Finisher\*** With the help of this finisher option, the MFD can handle document sorting and stapling jobs with ease.

\*Available on BP-C542WD.

**Easy Scanning** Tap on the LCD touchscreen's Auto Set button to have the MFD perform a host of actions automatically. It can skip blank pages in a multi-page document or reorient pages mixed in upside down\*. The MFD also uses AI and image processing technology to automatically determine the optimal resolution, gradation, and compression rate for your scan jobs.

■ **Irregular Size Detection** When using the automatic document feeder to scan, the MFD will automatically crop irregular-size documents to the optimal size.

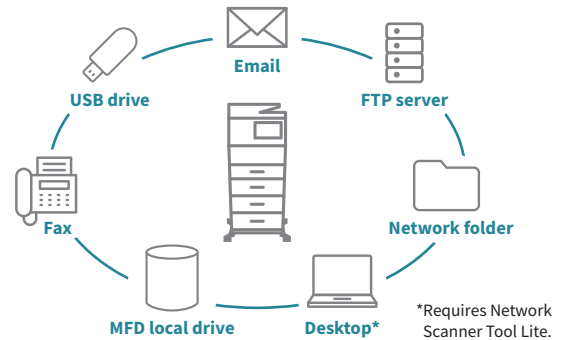
■ **Business Card Scanning** Documents that the document feeder determines to be business card size are saved as separate files.



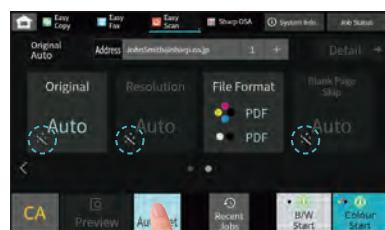
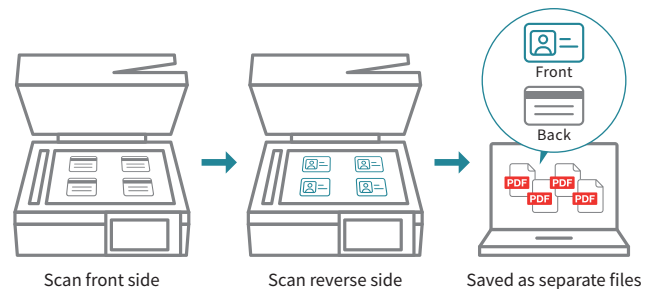
■ **Few-Colour Scanning** Ideal for originals that contain no photos, the MFD reduces file size while maintaining document image quality.

■ **Corrects Skewed Documents** The MFD detects skewed documents and automatically adjusts them, so you don't have to re-scan them. This feature works for PDF and other file formats.

**Scan Destinations** Scanned documents can be distributed in a number of ways, depending on the purpose, workflow, or network environment.



**Card Shot (Multi) Function** Scan up to four ID or credit cards at once, turn them over, and scan the reverse sides. For each card, a separate file is created that includes the front and reverse sides.



■ **Automatic Compression Rate** The MFD automatically selects the optimal compression rate by judging text size and resolution.



## DESIGNED FOR PEOPLE

People want function, print quality, and—last but not least—ease of use in an MFD. Being able to use an MFD stress-free can boost work efficiency and also cut down on costs. Sharp’s pursuit of user-friendly product design and operability has resulted in MFDs that offer straightforward operation for anyone. Now’s the time to let a Sharp MFD make your office comfortable and stress-free.

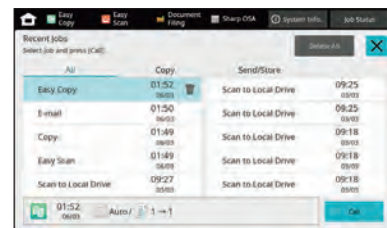
**7.0-Inch Full-Flat Touchscreen** With a variety of functions accessible via simple, intuitive icons, MFD operation is smooth and easy. Customising the home screen has become easier than ever. The control panel can be tilted freely at various angles.

**Information LED** Next to the control panel is an LED lamp that lights up in three colours: blue, white, or orange. It notifies you—even from a distance—of the status of the MFD.



**Online Manuals** Easily access the latest manual for your MFD via the machine’s control panel. Using your mobile device, scan the QR Code on the control panel and read the manual on your device.

**Recent Jobs** The 10 most recent jobs—like copying, faxing, and scanning—can be called up on the LCD screen and their settings displayed. You can then change the settings as you like and repeat those jobs.



**On-Screen System Information** The control panel shows the state of your MFD, displaying current operation and notifications for things like paper, toner, and maintenance.

**Print Release\*** The Print Release function lets you send documents to the main MFD, which acts as a server and stores them for printing out from any other compatible MFD on the network. This function comes in handy when the main MFD is in use or under maintenance, letting you finish your job with minimal waiting.

\*Contact a Sharp customer representative for details on the recommended maximum number of connectable MFDs.

**Direct Printing/Scanning with USB Drives** Insert a USB drive into the MFD and a command screen will automatically pop up on the LCD. Right away you can print files from the USB drive—which are displayed as thumbnails—or you can scan documents directly to the USB drive.



## ENVIRONMENTALLY FRIENDLY

An increasingly important part of running a business is mitigating environmental impact, such as by reducing energy costs and complying with environmental laws and regulations. Offices need to do whatever possible to lessen environmental impact. Sharp has a proven track record in designing environmentally friendly products. Now’s the time to let a Sharp MFD turn your office “green.”

**Eco Recommendation** This function suggests environmentally friendly settings before a print\*/copy command is executed from the control panel.

\*For printing Document Filing data and direct printing (FTP/SMB/USB)

**ENERGY STAR®** This MFD conforms to the ENERGY STAR programme thanks to various energy-saving functions.

**Energy-Saving Mode** The MFD has a low power consumption of only 0.5 W in network standby mode.

**Eco Scan** The Eco Scan function saves energy by keeping the fusing system shut down during jobs that don’t require its use—for example, during image sending and Document Filing.

# PRODUCT LINEUP

## BP-C542WD

A4 Colour MFD




## BP-C533WD

A4 Colour MFD




### Basic Specifications / Notable Functions

Functions available Functions available as option

Maximum engine speed* <sup>2</sup> (ppm: pages per minute)	Maximum scan speed* <sup>2</sup> (opm: originals per minute)	Size of LCD control panel	Maximum paper capacity (80 g/m <sup>2</sup> )
Print resolution	Duplex single pass feeder	Wireless LAN capability	Automatically sorts and staples documents
Adobe PostScript 3	Optical character recognition	Prints common Microsoft Office files without using a PC* <sup>3</sup>	Converts scanned documents into compact PDF files
Sharp Open Systems Architecture	Enables connection to cloud services	Automatically feeds in and scans business cards via the document feeder	

\*1: Output speed is lower when resolution is set at 1,200 × 1,200 dpi. \*2: A4, short-edge feeding. \*3: This function is enabled via Qualcomm® DirectOffice™ technology.

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