

## Samsung ProXpress M4580FX/M4583FX

**Outstanding MFP for Mid-Size  
to Large Workgroups**



The Samsung ProXpress M4580FX/M4583FX Series, BLI's Pick for Outstanding MFP for Mid-Size to Large Workgroups for the Summer 2015 season, offers...

- Samsung's XOA platform to integrate with time- and money-saving solutions developed by the OEM or third parties, as well as robust management via Samsung SyncThru Admin.
- A range of mobile print support, including the Samsung Mobile Print App and NFC/Wireless Direct, as well as Apple AirPrint, and is Mopria-certified.
- Very good productivity, including fast first-print and -copy times and fast speeds when printing a suite of mixed file types that simulates multiuser traffic.
- A host of available environmental features to conserve resources and lower costs.

"As workers shift from PC to laptop to tablet and smartphone, the ProXpress M4580FX/M4583FX Series combines the best of Samsung's technologies, such as Android-based tablets and NFC chips, to help users work more efficiently and communicate better," said BLI Senior Analyst of Printers/A4 MFPs Marlene Orr. "Because the interface of the ProXpress M4580FX/M4583FX Series can be customized to suit their workflow, users can spend less time looking for the functions they need. And this family also offers a low cost of ownership for small to mid-size workgroup environments."

"Our customers' loyalty and resounding appreciation for our products, which have won BLI's Monochrome Printer/MFP Line of the Year three times since 2012, is a testament to our commitment," said David SW Song, senior vice president of strategic marketing and sales, Printing Solutions, Samsung Electronics. "The ProXpress M4580/M4583 Series is a 'got-it-all' A4 MFP, with a fast, dual-core processor. Despite a small footprint, it offers high-class features, fast scanning and solution extensibility. Many businesses are opting for A4 MFPs in lieu of larger and more expensive A3 devices, and we will continue meeting the needs of this market by offering similarly distinguished and robust A4 printers."

## About **BLI Pick Awards**

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Twice a year with its Pick awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's Recommended or Highly Recommended seal and a BLI Certificate of Reliability and the best performers qualify as Pick contenders. Consequently, a BLI Pick is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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