



## ***MWA Intelligence and Sharp® Collaborate on Development of scope™ Solution For Sharp MFPs and Printers***

***Industry-first remote service application provides dealers with increased value and improved service speed***

**SCOTTSDALE, Ariz.** - May 11, 2009 — MWA Intelligence, Inc. (MWAI), a leader in enterprise-class M2M (machine-to-machine) and M2P (machine-to-people) solutions and services, today announced the integration of its Intelligent Assets application and the development of scope™ solution for Sharp MFPs and printers. Among other things, the scope™ solution provides dealers with remote front panel access on Sharp's newest generation of MFPs, enabling them to deliver proactive maintenance and remote troubleshooting, resulting in increased call avoidance, reduced operational expenses and greater customer responsiveness. The scope™ solution was developed by MWAI with support from Sharp to dramatically drive both reseller profitability and end-user satisfaction.

The scope™ solution provides a remote interface that allows network applications to control various Sharp MFP functions and perform remote service through the operation panel. With the scope™ solution, Sharp dealers can remotely monitor fleets of imaging devices and assimilate critical billing, diagnostic, maintenance, service and usage information directly into a variety of customer relationship management (CRM) and enterprise resource planning (ERP) systems. Further, dealers can take greater control of their equipment through MWAI's IntelliDashboard™, a user-friendly, comprehensive reporting tool.

“Call avoidance, remote equipment monitoring and instantaneous communication of service information are critical applications in today's budget- and performance-conscious business environment,” said Michael Stramaglio, President and CEO of MWA Intelligence. “The scope™ solution puts these capabilities in the hands of Sharp dealers, giving them a tremendous advantage over competitors, as well as the ability to efficiently respond to growing customer needs.”

For dealers, the scope solution provides significant billing and service benefits for their business. With scope, billing efficiency is greatly enhanced via automated meter reads and billing. Meter reads are sent directly to the dealer ERP system, reducing the number of call backs needed to retrieve data as well as the chance of human error. The remote features provided by scope also improve service efficiency, reducing the number of service visits needed and providing better feedback on diagnostic problems so technicians arrive well-equipped to address any issue.

Beyond remote front panel access, scope bundles MWAI's core offerings with Intelligent Device Management™, IntelliDashboard™ and Connection Manager™ for a full software solution set. scope also embeds Sharp core tunneling technology for secure communication and the tightest integration currently available in the market place with Sharp MFPs.

"MWA Intelligence continues to stand out as a critical strategic and technology partner for Sharp, providing differentiated, custom applications for our dealers and their customers," said Mike Marusic, vice president, Sharp Imaging and Information Company of America. "We look forward to a mutually beneficial and long-term relationship between our organizations focused around the delivery of streamlined, automated workflows and highly efficient operations."

**About Sharp Imaging and Information Company of America** — Sharp Imaging and Information Company of America (SIICA), a division of Sharp Electronics Corporation, markets the advanced, color MX Series and a full product suite of workgroup and production MFPs. In addition to being Sharp OSA-compatible, Sharp MFPs feature Scan2™ technology, which scans two-sided documents in a single pass to enhance scanning reliability and preserve document integrity. Sharp Electronics Corporation is the U.S. subsidiary of Japan's Sharp Corporation, a worldwide developer of one-of-a-kind home entertainment products, appliances, networked multifunctional office solutions, solar energy solutions and mobile communication and information tools. For more information visit Sharp Electronics Corporation at [sharpusa.com](http://sharpusa.com). Sharp, Sharp OSA and all related trademarks are trademarks or registered trademarks of the Sharp Corporation and/or its affiliated companies.

**About MWA Intelligence, Inc.** — MWA Intelligence, Inc. offers leading-edge technologies, world-class customer service and expertise in the office equipment and utilities vertical markets. We deliver comprehensive solutions to companies in need of remote asset management and improved service standards. MWA Intelligence has developed a platform-independent approach to asset, service and mobile workforce management that is flexible and scalable to accommodate company's unique requirements and grow as your business model evolves. Our solutions drive greater customer satisfaction and profit to the bottom line. For more information, please visit: [www.mwaintelligence.com](http://www.mwaintelligence.com).

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