

SHARP [print](#)

MY SHARP, A CUSTOMER SUPPORT INNOVATION WITH A PERSONAL TOUCH

MAHWAH, NJ, November 12, 2003 -- Sharp Document Solutions Company of America, a division of Sharp Electronics Corp., today introduced a new customer support innovation called MY SHARP, a program allowing its dealers to provide individually tailored web sites for customers that offer product orientation and demonstrations.

"MY SHARP is a unique offering from Sharp that provides an unprecedented level of customer support," said Michael Marusic, Associate Vice President of Sharp Document Solutions Company of America. "In these competitive times, companies have to make sure that they maximize their investments in technology. MY SHARP helps them achieve that goal by providing 24 hour / 7 day a week training on all of the features of their Sharp MFP."

The MY SHARP training sites are customized to each end user's needs. Each MY SHARP site features an intuitive layout that provides helpful information about copying, printing, faxing, scanning, and software capabilities. The sites include Macromedia Flash demonstrations outlining features and functionality, as well as tips about product maintenance and support. Users can even print out step-by-step directions on how to use a particular feature of the Sharp product. MY SHARP also allows customers to contact service personnel directly from the site, helping to minimize product downtime.

MY SHARP provides ongoing value to customers by enabling new employees to be quickly trained on how the company's Sharp MFPs work. This ensures consistent training on how to use the product, as well as the ability to maximize their office equipment investment.

"We believe that MY SHARP will become an invaluable tool to any company that is trying to maximize their investments in office equipment. Today's MFPs are loaded with a broad range of capabilities that can dramatically increase a company's productivity. The challenge is making sure that your employees understand how to use those capabilities. MY SHARP addresses that need," stated Marusic. "In addition, the ongoing value of MY SHARP will be felt as new employees join your workforce, and can quickly ramp up on all of the productivity tools at their disposal."

The innovative MY SHARP training Sites are only available from authorized Sharp dealers as part of their integrated customer support programs.

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