



## PRESS RELEASE

### **Brother International Offers Wireless Management Workshop for Modern Homes Office Users**

**Singapore (7 May 2007)** -- Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has teamed up with esteemed wireless networking solutions provider, Linksys, to offer a Wireless Management workshop on 24 May 2007, to address the needs of the modern IT user, be it in a home or office environment.

With broadband penetration in Singapore being one of the highest in the world, the adoption of wireless local area networks (WLANs) in homes and offices is becoming more widespread, keenly driven by users' need for mobility and convenience. Yet the proliferation of WLANs also comes with a host of security issues, the most common of which is illegal network tapping, driving the critical need to educate users on the security concerns of using WLANs and what they can do to protect their networks.

"At Brother, we believe in growing with our customers and being relevant to them at all times. Hence given the rise of illegal network tapping in Singapore, we feel it is timely to share with them practical advice on securing their wireless networks. This is our way of giving back to our customers. In addition, we will be touching on the ease-of-use of Brother products and solutions, catered for the WLAN environment, to make the home and work life more efficient," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.

Besides offering handy tips on how to set up secure WLANs in homes and offices, the interactive Wireless Management workshop will include the Executive Editor of PC Magazine providing insights on how users can print, scan and fax wirelessly and conveniently in their homes and offices.

## **Brother – Linksys Wireless Networking Workshop**

Date: 24 May 2007, Thursday  
Time: 6.30pm to 9.00pm  
Venue: Stretch 1 & 2 Room  
Cisco System – Linksys (Asia Pte Ltd)  
168 Robinson Road, #28-01 Capital Tower  
Cost: FREE  
Highlights:

- Latest trends in Wireless Networking
- How to Secure your Wireless Network
- Secure and Easy Setup with WiFi Protected Access – WPA
- Secure and Easy to setup SOHO network with Linksys Wireless Solutions and Brother Wireless Multi-Function Centre products
- Printing in a Wireless LAN Environment  
(Speaker: Executive Editor of PC Magazine)

For more information or to register, please write to [brother-linksys@accessdirect.com.sg](mailto:brother-linksys@accessdirect.com.sg)

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## **ABOUT BROTHER INTERNATIONAL SINGAPORE PTE LTD**

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the "Customer First" approach in all aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother's regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. Across the region, Brother has subsidiaries in Thailand, Philippines and Malaysia, as well as liaison offices in India, Indonesia and Vietnam. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit [www.brother.com.sg](http://www.brother.com.sg). Brother will always be "At Your Side" now and into the future.

*NOTE: All brand and product names are trademarks or registered trademarks of their respective companies.*

## **ABOUT CASETRUST GOLD AWARD**

In 2005, Brother International Singapore was the only company bestowed the Consumers Association of Singapore's (CASE) CaseTrust Gold Award. This premier tier of the CaseTrust Accreditation Scheme is given to businesses with the added edge and distinguishes them as industry leaders. CaseTrust Gold recognises business excellence and superior customer service. To consumers, this award represents a promise of the highest possible standards in product and service quality. Besides Brother, only 4 other companies were presented this award. The CaseTrust Gold Award reinforces Brother's vision of providing our customers with world-class service.

## **ABOUT READERS' DIGEST GOLD AWARD FOR OFFICE EQUIPMENT CATEGORY (SINGAPORE)**

In April 2006, Brother International Singapore was the Gold winner in the Office Equipment category of the much-coveted Reader's Digest Trusted Brand Award 2006. Receiving this glorious award is testament to Brother's unyielding commitment to leverage on cutting-edge technology to develop superior products with state-of-art innovation and style. This award represents customers' recognition of Brother's relentless efforts over the years to develop products that meet their varied needs. Brother was the recipient of the same Gold Award in 2005.