

## PRESS RELEASE

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## **Brother Colour Laser MFCs Set New Benchmark in Redefining Business Colour Printing for SMBs**

### ***DCP-9040CN, MFC-9440CN and MFC-9840CDW Deliver Trust, Control and Value***

**Singapore (10 July 2007)** – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, presents three next generation colour laser Multi-Function Centres (MFCs) for Small and Medium Business (SMB) users: DCP-9040CN, MFC-9440CN and MFC-9840CDW, busting the myth among business owners that these are too expensive to own and maintain.

Leveraging on their own proprietary print engine technology, Brother's revolutionary Colour Laser MFCs (3-in-1, 5-in-1 and 6-in-1) aim to redefine business colour printing by offering business owners total control over their top three concerns namely data security, cost of purchase and operating costs.

"We believe colour is the future of printing for SMBs, thus we have embarked on a tedious Research & Development process to manufacture a range of colour laser MFCs that are befitting of the perfect colour laser all-in-one for business owners that demand control. With our lock colour usage feature, control over which user can print in colour is achievable while our innovative printing technology and distinguished track record has enabled us to ensure minimum total cost of ownership," said Tetsuo Watanabe, Managing Director, Brother International Singapore.

Watanabe added, "With the growing demand for professional colour printing in many business applications today, we believe we are offering the perfect solution to the needs of SMBs. Brother's choice range of 3-in-1, 5-in-1 and 6-in-1, empowers users to make the right selection based on their exact needs. We are confident that our range of colour laser MFCs will position us as the No. 1 choice among modern business users."

### **Gain Maximum Performance from Intuitive Features**

Brother's range of colour laser printers allows users to print high quality monochrome documents even when the colour toner cartridges run out. This further demonstrates Brother's deep understanding of the needs of today's SMBs. In addition, Brother's high-yield toners ensure users achieve the most value out of their consumables as well as one of the lowest cost per page for both colour and monochrome printing.

Ideal for the office environment, each colour laser MFCs is equipped with the Lock Colour Usage feature giving corporate administrators the ability to restrict colour print usage by user. Users are required to enter a password to print colour documents. This feature enables business owners to maintain control against employee usage abuse.

Brother's innovative use of electro photographic technology has tremendously increased the print speed four times faster (up to 20ppm mono / colour for A4 printing) by transferring all four colours (cyan, magenta, yellow and black) to the media using an overlapping manner in a single pass.

Bearing in mind that office space is precious, Brother developed the horizontal tandem engine to give each model a more compact and lower profile. Its full frontal operation adds to the convenience of changing the consumables or loading of paper. In addition, business users wanting to print documents and images directly from USB media devices can do so from built-in USB interface at the front of the

printers. This feature also enables users of the MFC-9440CN and MFC-9840CDW to scan directly into the USB media device.

Each colour laser printer has a built-in Ethernet network connectivity standard, in addition to a Hi-Speed USB 2.0 interface.

Built for maximum usage at minimal maintenance cost, the colour laser MFCs' Toner Save Mode gives users the option of printing in draft mode for those less important printouts. Brother also offers high yield toners for users with heavy usage and who want to maintain a low cost per page.

According to Access Markets International (AMI) Partners, printing in colour serves not just the aesthetic function but a business function as well. "Colour laser printouts of invoices, marketing collateral and complex charts adds a huge differential to a company and gives its documents a more polished, professional image," says Raju Chellam, Singapore-based Vice-President (Asia-Pacific) of AMI Partners. "In Singapore, about half of all SMBs have at least one multi-function printer or device in their office." AMI defines SMBs in two categories: small businesses, which are commercial companies with up to 99 staff, and medium businesses, which are commercial companies from 100 to 999 staff. Companies in the wholesale and manufacturing have the highest percentage of SMBs in Singapore.

### Pricing, Availability, Warranty and Support

Brother's latest colour laser Multi-Function Centres are priced at: DCP-9040CN (**\$TBA**), MFC-9440CN (**\$TBA**) and MFC-9840CDW (**\$TBA**), all inclusive of 7% GST. All models are available through Brother International Singapore authorised distributors (C20 and Ingram Micro) and resellers.

Each model comes with a set of toner cartridges. Future purchases cost: **\$78** (standard) and **\$138** (high-yield) black toner cartridge and, **\$88** (standard) and **\$148** (high-yield) each for colour toners cartridges (Cyan, Magenta and Yellow).

Each model carries a 2-year on-site warranty and is supported by the Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. It is open Mondays to Fridays, from 9am to 9pm, and Saturdays, from 9am to 3pm.

### Key Product Specifications and Comparison Chart

	<b>DCP-9040CN</b> 3-in-1 (Colour Print, Colour Copy & Colour Scan)	<b>MFC-9440CN</b> 5-in-1 (Colour Print, Colour Fax, Colour Copy, Colour Scan & PC Fax)	<b>MFC-9840CDW</b> 6-in-1 (Duplex Colour Print, Duplex Colour Copy, Duplex Colour Scan, & Duplex Colour Fax, PC Fax & Internet Fax)
<b>Price</b>	<b>TBA</b>	<b>TBA</b>	<b>TBA</b>
<b>General</b>			
First print out time (mono/colour)	Less than 16 secs / Less than 17 secs (From Ready Mode, Standard Tray)	Less than 16 secs / Less than 17 secs (From Ready Mode, Standard Tray)	Less than 16 secs / Less than 17 secs (From Ready Mode, Standard Tray)
<b>Print Volume</b>			
Paper input capacity	250 sheets	250 sheets	250 sheets
Multipurpose tray	50 sheets (plain) / 3 sheets (envelopes)	50 sheets (plain) / 3 sheets (envelopes)	50 sheets (plain) / 3 sheets (envelopes)
ADF capacity	35 sheets	35 sheets	50 sheets
Output capacity	150 sheets (face down)	150 sheets (face down)	150 sheets (face down)
Expandable paper input capacity	NA	500 – sheet tray (optional)	500 – sheet tray (optional)

Cartridge capabilities (Standard Yield / High Yield)	Approx. 2500 pages / 5000 pages (BK) Approx. 1500 pages / 4000 pages (C/M/Y)	Approx. 2500 pages / 5000 pages (BK) Approx. 1500 pages / 4000 pages (C/M/Y)	Approx. 2500 pages / 5000 pages (BK) Approx. 1500 pages / 4000 pages (C/M/Y)
<b>Printer Performance</b>			
Technology	Colour laser (single-pass)	Colour laser (single-pass)	Colour laser (single-pass)
First page out	Less than 16 seconds (Mono) Less than 17 seconds (Colour)	Less than 16 seconds (Mono) Less than 17 seconds (Colour)	Less than 16 seconds (Mono) Less than 17 seconds (Colour)
Speed (Mono/Colour)	Up to 20ppm/21ppm (A4/Letter)	Up to 20ppm/21ppm (A4/Letter)	Up to 20ppm/21ppm (A4/Letter)
Memory	64MB (Expandable up to 576MB)	64MB (Expandable up to 576MB)	128MB (Expandable up to 640MB)
Resolution	600 x 600 dpi, 2,400dpi (2,400 x 600) quality	600 x 600 dpi, 2,400dpi (2,400 x 600) quality	600 x 600 dpi, 2,400dpi (2,400 x 600) quality
<b>Copy</b>			
Resolution	Max 1200 x 600 dpi	Max 1200 x 600 dpi	Max 1200 x 600 dpi
Speed	Up to 16cpm (A4)	Up to 16cpm (A4)	Up to 16cpm (A4)
Multi Copy	Stack & Sort	Stack & Sort	Stack & Sort
Reduction/Enlargement	25% - 400% in 1% increment	25% - 400% in 1% increment	25% - 400% in 1% increment
<b>Scan</b>			
Scanner Type	ADF/Flatbed (CIS)	ADF/Flatbed (CIS)	ADF/Flatbed (CCD)
Resolution (Optical)	Up to 1200 x 2400 dpi <sup>2</sup>	Up to 1200 x 2400 dpi <sup>2</sup>	Up to 1200 x 2400 dpi <sup>2</sup>
Colour Depth	48-bit/ 24-bit	48-bit/ 24-bit	48-bit/ 24-bit
Scan To	File, Email, FTP, OCR, Image	File, Email, FTP, OCR, USB, Image	File, Email, Email Server, FTP, OCR, USB, Image
<b>Fax</b>			
Modem Speed	NA	33.6Kbps	33.6Kbps
Memory	NA	300 speed dials, up to 400 <sup>3</sup> page memory	300 speed dials, up to 400 <sup>3</sup> page memory
PC Fax	NA	Yes	Yes
Internet Fax	NA	No	Yes
<b>Duplex</b>			
Print	Manual	Manual	Auto
Scan & Copy	NA	NA	Yes
Fax	NA	NA	Send & Receive
<b>Connectivity</b>			
Network Enable	Yes	Yes	Wireless
Hi-Speed USB 2.0 Interface	Yes	Yes	Yes
Ethernet 10/1000 Base-TX	Yes	Yes	Yes
PictBridge	NA	Yes	Yes
USB Direct Print	NA	Yes	Yes
Operating Systems	Windows® / Macintosh / Linux	Windows® / Macintosh / Linux	Windows® / Macintosh / Linux

For more information regarding Systems Requirements, please visit <http://solutions.brother.com>

- 1 Standard yield toner at 5% coverage on plain A4 paper.  
2 19,200 x 19,200 dpi at enhanced scanning mode.

3 Based on standard ITU-T Test image at standard resolution.

All specifications are correct at time of printing.

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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.

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### **ABOUT CASETRUST GOLD AWARD**

Brother International Singapore was one of the three companies 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 high standards in service quality. The CaseTrust Gold Award reinforces Brother's vision of providing our customers with world-class service.