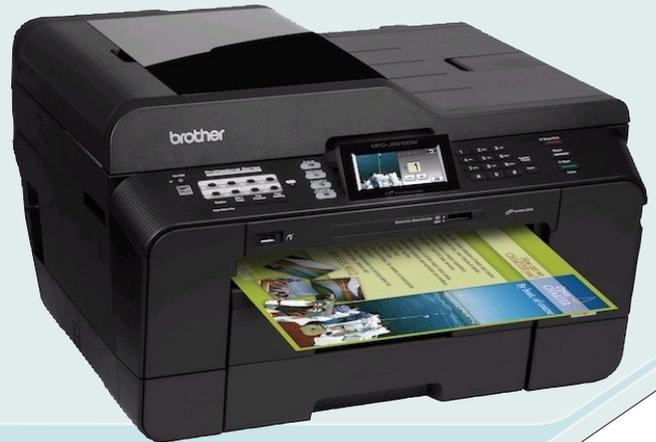


## Brother MFC-J6910DW

Outstanding A3 Colour Inkjet  
All-in-One



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The Brother MFC-J6910DW has won the BLI Winter 2012 “Pick” for “Outstanding A3 Colour Inkjet All-in-One.”

Designed for SOHO settings and small workgroups, the unit supports up to A3 media, making it an obvious candidate for users in vertical markets that require larger-size output. The ENERGY STAR-qualified MFC-J6910DW includes standard automatic duplexing to reduce paper waste, while ink-save mode helps extend the life of the cartridges; both of these can have a positive impact on lowering TCO. And BLI technicians were impressed with the standard wireless interface, which enables users to automatically configure connectivity settings simply by pressing a button on the router. “Saving time and money, that’s what customers demand from their imaging technology nowadays—and this unit delivers both,” said Head of BLI’s European Lab and Services David Sweetnam.

Whether it’s in single-person environments or the largest of enterprises, scanning is quickly replacing copying as the second most used function. The MFC-J6910DW’s single-pass duplexing scanner—a rarity in this class of device—rapidly captures two-sided originals. “Even with simplex documents the unit proved to be very productive, with the fastest first-copy time from the feeder in the group,” Sweetnam said. He added that the process of sending files to e-mail or network folders is painless via the MFC-J6910DW, which supports a slew of formats for network scanning and scan to/print from USB (JPEG, standard and secure PDF, TIFF, BMP and more).

Other strengths of the unit include perfect reliability over 2,500 pages (and 500 scanned pages); simple procedures for adjusting the trays, clearing jams and replacing ink; and high RAM and input capacities. “While print quality is competitive, colour photos using best mode, and when printed on Brother glossy photo paper, yielded excellent results,

with a wide range of colours,” Sweetnam said. “This means users can rely on the MFC-J6910DW to output high-quality covers and brochures without having to outsource those jobs.”

“Brother is honoured to receive the award for our A3 All-In-One printer, the MFC-J6910DW, from Buyers Lab,” said Simon Stones, senior marketing manager at Brother International. “At Brother, we understand the needs of today’s cost-conscious small business owners. With the MFC-J6910DW we offer businesses the ability to produce high-impact documents in house, with two-sided printing on up to A3. The option of super-high-yield consumables helps our customers to save money while conducting their business.”

BLI highly recommends the 10-ppm colour/12-ppm black (ISO speeds) MFC-J6910DW for environments with monthly volumes of up to 500 impressions.

## About BLI Pick Awards

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Twice a year with its “Pick” and “Outstanding Achievement” awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI’s exhaustive lab tests, as well as to products and capabilities that stand out for their innovation, usefulness, energy efficiency or value.

BLI’s awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer’s maximum recommended volume. BLI’s durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI’s comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI’s lab test earns BLI’s “Recommended” or “Highly Recommended” seal and a BLI “Certificate of Reliability” and qualifies as a “Pick” award contender. 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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