Small Businesses Benefit From LED Technology with Brother's New Compact Colour Range

Brother's new compact colour series offers some of the fastest and most compact colour printers and all-in-one machines for small offices and workgroups.

HL-3040CN

HL-3070CW

DCP-9010CN

MFC-9120CN

MFC-9320CW

Singapore, 27th October 2009 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, announced today a new range of compact colour printers and Multi-Function Centres (MFCs),to be available in end October. Comprising of three all-in-ones (DCP-9010CN, MFC-9120CN, MFC-9230CW) and two printers (HL-3040CN, HL-3070CW), their prices start from $498 – thus making the range one of the most cost-effective.

By utilising a newly improved LED printing technology, Brother is able to offer high speed printing at 16 pages per minute (ppm) and rich colour print quality at up to 2,400 x 600[1] dpi resolution, without increasing the cost of ownership. This will certainly meet the printing needs of both Small Offices Home Offices (SOHOs) and Small and Medium sized Businesses (SMBs).

Brother's new compact colour LED printers and MFCs range is specially developed in-house. Through the use of LED and single pass printing technologies, the fast print speed remain consistent regardless of whether the print job is in full colour or monochrome.

"The key features of our new compact colour range are made possible by LED technology. The launch of this series positions Brother as the first manufacturer to have developed in-house printers and Multi-Function Centres across all major printing technologies – thermal, laser, inkjet and LED" said Mr Takeo Shimazu, Managing Director of Brother International Singapore Pte Ltd.

The new colour compact LED series also offers 250-sheet paper tray for less frequent paper refilling, wireless network and LAN network capabilities for multiple users usage as well as a range of connectivity options for enhanced time management.

The MFCs additionally offer print, fax, copy and scan functions in one machine with the unique scan to FTP and network features to reduce the amount of paper filing and easier document management for today's offices. Alternatively, users can also scan to and even print directly from USB flash memory drive.

To help further reduce Total Cost of Ownership, the Toner Save Mode enables draft quality printouts that consumes less toner, while a separate toner and drum technology lets users maximise toner and drum usage so less is spent on replacing drums and reducing wastage.

SMBs will also enjoy saving on out-sourcing costs thanks to brilliant outputs and the high quality of in-house printing for professional-looking business documents, presentations and marketing collaterals.

Each product of the Brother compact colour LED series has been developed to achieve the lowest possible eco-footprint, low emissions and low energy usage. The new range carries the Energy Star efficiency mark rating for a minimal impact on the environment.

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[1] vertical x horizontal

Recommended Retail Prices

- Compact Colour LED Printers

    o **HL-3040CN** – $498

    o **HL-3070CW** – $568

- Compact Colour LED Multi-Function Centres

    o **DCP-9010CN** – $748

    o **MFC-9120CN** – $848

    o **MFC-9320CW** – $948

About LED technology

- Like laser printers, LED printers rely on technology which was first used in photocopying machines, a process known as *electrography*.
- The technology has evolved: a traditional photocopying machine uses light that reflects off the original document placed on the glass. In a LED printer, the "original" is simply a data file. A computer chip processes the data and a LED light source paints it on the drum.
- LED printers function by means of an array of LEDs built into the cover of the printer – usually more than 2,500 covering the entire width of the drum. These create an image when shining down.
- LED printers and MFCs use toner.

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, Malaysia, Indonesia and Vietnam. For more information on Brother International Singapore and its products, please visit 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.

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RANGE SUMMARY

Brother's compact colour LED Printers

HL-3040CN	HL-3070CW

▪ Network ready printer	▪ Wireless network printer
▪ Fast and efficient colour and monochrome printing of up to 16 pages per minute	▪ Fast and efficient colour and monochrome printing of up to 16 pages per minute
▪ Compact footprint to fit into home office or small office environment	▪ Compact footprint to fit into small office or workgroup environment
▪ Built-in Ethernet for easy networking and print sharing	▪ Built-in wireless and Ethernet for clutter-free networking and print sharing
▪ 2,400 x 600dpi resolutions delivering consistent high quality results	▪ 2,400 x 600dpi resolutions delivering consistent high quality results
▪ 3-year on-site warranty	▪ Time-saving features such as print from USB flash memory drive
▪ **$498**	▪ 3-year on-site warranty
	▪ **$568**

Brother's compact colour LED Multi-Function Centres

DCP-9010CN	**MFC-9120CN**	**MFC-9320CW**

- Network ready 3-in-1
- Fast and efficient colour and mono printing of up to 16 pages per minute
- Compact footprint to fit into home office or small office environment
- Built-in Ethernet for easy networking and resource sharing
- 35-page Automatic Document Feeder (ADF) for printing, copying & scanning multi-page document unattended
- 3-year on-site warranty
- **$748**

- Network ready 5-in-1
- Fast and efficient colour and mono printing of up to 16 pages per minute
- Compact footprint to fit into small office or workgroup environment
- Built-in Ethernet for easy networking and resource sharing
- Fast fax transmission with high speed Super G3 fax modem
- Scan to FTP and scan to network for easy document management
- 3-year on-site warranty
- **$848**

- Wireless network 5-in-1
- Fast and efficient colour and mono printing of up to 16 pages per minute
- Compact footprint to fit into small office or workgroup environment
- Built-in Wireless and Ethernet for clutter-free networking and resource sharing
- Time-saving features such as print from & scan to USB flash memory drive
- Scan to FTP and scan to network for easy document management
- Built-in security features
- 3-year on-site warranty
- **$948**