

PRESS RELEASE

Brother Introduces New Monochrome Laser Multi-Function Centres for SOHOs & SMBs

New Mono Laser 7000 Series caters to the needs of budget-conscious SOHOs and SMBs with cost-saving options and great feature functions

SINGAPORE, June 26, 2008 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, today introduced the 7000 Series of monochrome laser Multi-Function Centres (MFCs). Specifically designed for use by Small Office and Home Office (SOHO), and Small- and Medium-Sized Businesses (SMB) that need affordable, feature-rich and cost-effective office printing solutions, the new Mono Laser 7000 Series delivers a wide array of critical office productivity functions essential for their busy operations.

The Laser 7000 Series is designed taking into consideration the many unique needs of these target groups like low running costs, ease-of-use, smooth and fast printing, and strong after-sales support and hence is much more than just a range of multi-function printers – they are also excellent workhorses!

Said Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd, “As business environments become increasingly competitive, businesses need to find ways to be more cost-effective, productive and also efficient. The 7000 Series meets all these requirements and is suitable especially for SOHOs or SMBs seeking value-added all-in-one machines.”

Star Benefits:

1. Office-grade Laser Printing

Being first and foremost an office laser printer, the MFCs in this series are laser workhorses, capable of high resolutions (2,400 x 600 dpi) and fast print speeds of up to 22ppm (A4), and come with many cost-saving options. This includes the availability of high-yield toner that prints up to 2,600* pages or a standard-yield toner which prints up to 1,600* pages. For businesses that require large volumes of printing, using the high-yield toner lowers the total cost of ownership.

Another cost-saving feature is the Draft Print option, which is great for non-critical documents. The print resolution is set lower and uses less toner with this option – which in turns lowers the running cost over time.

* In accordance with ISO / IEC 19752

2. Superior Scanning Options

The scanning function of the 7000 Series goes beyond the basics. The scanned image can be saved into various formats like PDF and JPG. The MFCs are also able to scan directly to email, file, or OCR (Optical Character Recognition).

3. Advanced PC Faxing

The higher-end models of MFCs in the 7000 Series – MFC-7450 and MFC-7840N – are enabled with a Super G3 Fax Modem where faxes are transmitted in as fast as approximately two seconds. There is also an Out-of-Memory feature which allows up to 500 fax pages to be stored if the machine happens to run out of paper. Furthermore, incoming faxes can be stored in the memory of the MFC when the PC is switched off, and transferred from the MFC to PC when the computer is next turned on again. Storing faxes on the PC also prevents missing out on important documents and provides the option to save files as a soft copy, saving paper and toner.

One of the most useful fax functions is the Anti-Junk Fax, which gives users the option of printing out only necessary faxes and deleting those that are unnecessary from the memory.

Mono Laser 7000 Series: Introducing the Individual Models

1. DCP-7030

3-in-1 Multi-Function Centre with Flatbed Design
Print, Copy, Scan

The entry-level machine in the 7000 Series, the DCP-7030 is suited for high levels of use for basic functions, like printing, copying and scanning. With its compact flatbed design that allows copying and scanning of books and thick documents, it maintains a small profile that enables it to be placed even in confined spaces.

2. DCP-7040

3-in-1 Multi-Function Centre with Automatic Document Feeder (ADF)
Print, Copy, Scan

Designed to meet heavy copying demands, the DCP-7040's 35-page Automatic Document Feeder (ADF) allows batch scanning and copying for added convenience to users. With a printer, copier and a scanner function, the DCP-7040 offers high speed printing at 22 pages per minute. The DCP-7040 also features a 250-sheet paper capacity and a Toner Save mode that utilises less toner when only draft printouts are required.

3. MFC-7340

5-in-1 Multi-Function Centre with Fax and ADF

Print, Fax, Copy, Colour Scan, PC Fax

The multifunction MFC-7340 incorporates a printer, fax, copier and scanner that is essential to any office or SOHO. Supporting high-speed printing at 20 pages per minute, the MFC-7340 is designed for heavy demand copying with its 35-page ADF. A flexible flatbed scanner enables precise scanning of even over-sized documents while a 250-sheet paper capacity provides added convenience to users, eliminating the need to replace paper frequently. In addition, the MFC-7340 also incorporates an anti-junk fax feature that enables users to print out only necessary faxes, reducing paper wastage, and also has the ability to store up to 400 pages of faxes.

4. MFC-7450

5-in-1 Multi-Function Centre with Super G3 Fax and ADF

Print, Fax, Copy, Colour Scan, PC Fax

The MFC-7450 is an all-in-one printer, fax, copier, scanner that delivers fast printing and copying speed at 22 pages per minute. This model includes a Super G3 fax modem that offers speedy fax transmission in approximately two seconds. Similar to the MFC-7340, the MFC-7450 also has a 35-page ADF and PC Fax function (sends and receives) to help cut down on junk faxes.

5. MFC-7840N

5-in-1 Multi-Function Centre with Super G3 Fax, ADF and Network Capability

Print, Fax, Copy, Colour Scan, PC Fax

In addition to the powerful MFC-7450 features listed above, the MFC-7840N offers network capabilities for small networked offices and workgroups, allowing businesses to share its capabilities with everyone on their network. With the embedded web browser, users will be alerted via email notifications automatically when the MFC is low on toner or when attention is required. To provide greater control over document security, the Secure Function Lock allows administrators to restrict users from using the print, fax, copy, scan or PC Fax access function. Confidential documents can also be delivered in a secure mode with the secure print function.

Besides offering all-in-one high-speed printing and copying, high-resolution scanning and high-performance faxing, users can also get up-to-date faxes while on the go via the Internet with the Internet Fax* (I-Fax) function. This feature allows users to have access to all the received faxes on their PCs.

With the Super G3 fax feature, faxes are transmitted in as fast as approximately two seconds. The out of memory fax feature also enables up to 500 fax pages to be stored in the memory if the machine happens to run out of paper. Furthermore, incoming faxes can be stored in the memory of the MFC when the PC is switched off and transferred from the MFC to PC when the computer is next switched on. Storing faxes on the PC also prevents missing out on important documents and the option to save files as a soft copy, saving paper and toner.

The MFC-7840N has an Anti-Junk Fax feature which provides users with the option of printing out only necessary faxes and eliminating the print out of junk faxes.

Pricing Availability, Warranty and Support

DCP-7030	Introductory Price: \$248.00 (UP: \$348)
DCP-7040	Introductory Price: \$298.00 (UP: \$398)
MFC-7340	Introductory Price: \$398.00 (UP: \$498)
MFC-7450	Introductory Price: \$448.00 (UP: \$548)
MFC-7840N	Introductory Price: \$598.00 (UP: \$698)

All prices are inclusive of 7% GST. All models come with a **2 years on-site warranty with Free additional 1 year on-site warranty** during special introductory period for greater peace of mind. These machines can be purchased through Brother International Singapore's authorised resellers and are supported by 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 on Saturdays, from 9am to 3pm.

Key Product Specifications and Comparison Chart

DCP- 7030 and DCP- 7040

Models		DCP- 7030	DCP- 7040
General			
Printing Technology		Electrophotographic (Laser)	
Memory Capacity		16 MB standard	
Interface		Full-speed USB2.0	
Display		2 Line, 16 digit LCD	
Laser Printing			
Print Speed (A4 / Letter)		Up to 22 ppm / 23 ppm	
Resolution		HQ1200 (2,400 x 600 dpi), 600 dpi, 300 dpi	
First Print Out Time		Less than 10 secs	
Emulations		GDI	
Laser Copying			
Copy Speed (A4 / Letter)		Up to 22 cpm / 23 cpm	
Resolution		600 x 600 dpi	
First Copy Out Time (From READY Mode)		Less than 15 secs	
Multi Copy	Stack	Yes (up to 99 copies)	
	Sort	Yes	
Reduction / Enlargement Ratio		25% - 400% in 1 % increments	
N in 1 (up to A4 only)		Compress 2 or 4 pages onto a single sheet	
Colour Scanning			
Colour and Mono Scanning		Yes	
Resolution	Optical	Max 600 x 2,400 dpi (colour & mono)	
	Interpolated	19,200 x 19,200 dpi	
Greyscale		256 shades of grey	
Colour Depth (Internal / External)		48 bit / 24 bit	
Scan Functions		Scan to Email / Image / OCR / File	
Paper Handling			
Paper Input	Standard Tray	Up to 250 sheets	
	Manual Feed Slot	1 sheet	
	ADF	-	Up to 35 sheets Automatic Document Feeder

Models		DCP- 7030	DCP- 7040
Paper Output		Up to 100 sheets face down 1 sheet face-up tray (straight paper path)	
Media Specifications			
Media Types	Standard Tray	Plain paper, recycled paper, transparencies	
	Manual Feed Slot	Plain paper, bond paper, recycled paper, envelopes, labels and transparencies	
	ADF	-	Plain, recycled paper
Media Weights	Standard Tray	60 – 105g / m2 (16 – 28 lb)	
	Manual Feed Slot	60 – 163g / m2 (16 – 43 lb)	
	ADF	-	64 – 90g / m2 (17 – 24 lb)
Media Sizes	Standard Tray	A4, Letter, B5 (ISO), A5, B6, A6, Exe, Legal, Folio	
	Manual Feed Slot	Width 76.2 to 220 mm, Length 116 to 406.4 mm (Width 3.0" to 8.66", Length 4.57" to 16")	
	ADF	-	Width 148.0 to 215.9 mm, Length 148.0 to 355.6 mm (Width 5.8" to 8.5", Length 5.8" to 14")
Printer Driver Software			
Windows®		Host-Based for Windows® 2000 Professional, XP Home Edition, XP Professional, XP Professional x64 Edition, Windows Vista®, Windows Server® 2003 (print only via network)	
Macintosh®		Mac OS® X 10.2.4 or greater	
Functions			
N-up Printing		Reduce up to 2, 4, 9, 16, or 25 A4 pages to 1 A4 page	
Poster Printing		Enlarge 1 A4 page into a poster using 4, 9, 16, or 25 A4 pages	
Watermark Printing		Print documents with predefined text or user-defined messages	
Quick Print Set-Up		Select print options in the driver quickly	
Manual Duplex		Manually print on both sides of paper	
Consumables			
Standard Toner	TN-2130	Approx. 1,500 pages*	
High-yield Toner	TN-2150	Approx 2,600 pages*	
Drum	DR-2125	Approx 12,000 pages (1 page / job)	
Others			
Dimensions without Carton		428 x 397 x 257 mm	428 x 397 x 305 mm

Models		DCP- 7030	DCP- 7040
(WxDxH)			
Weight without Carton		9.9 kg	11.1 kg
Power Consumption	Copying	Average 320 W	
	Standby	Average 75W	
	Sleep	Average 8W	Average 9W

* In accordance with ISO / IEC 19752

Key Product Specifications and Comparison Chart

MFC- 7340, MFC- 7450 and MFC- 7840N

Models	MFC – 7340	MFC – 7450	MFC – 7840N
General			
Printing Technology	Electrophotographic (Laser)		
Memory Capacity	16 MB standard	32 MB standard	
Interface	Full-speed USB2.0		
Automatic Document Feeder (ADF)	Up to 35 sheets		
Display	2 Line, 16 digit LCD		
Laser Printing			
Print Speed (A4 / Letter)	Up to 20 ppm / 21 ppm	Up to 22 ppm / 23 ppm	
Resolution	HQ1200 (2,400 x 600 dpi), 600 dpi, 300 dpi		
First Print Out Time	Less than 10 secs		
Emulations	GDI	PCL® 6, BR-Script3 (PostScript® 3 compatible)	
Laser Faxing			
Modem Speed / Best Transmit Speed	14.4 K bps / Approx 6 sec. %	33.6 K bps Super G3 / Approx. 2 sec.^	
Internet Fax (I-Fax) †	-		Fax documents anywhere in the world over the Internet without the use of a telephone line
Fax / Tel Switch	Automatic recognition of fax and telephone reception		
One-Touch Dials	8 (4x2) Locations		
Speed and Group Dials	200 Locations / 8 Groups		
Automatic Redial	Automatic redial if the recipient fax is busy		
Quick Scan	Approx. 2.5 sec / page		
Memory Transmission	Up to 400 pages*	Up to 500 pages#	
Out-of-paper Reception	Up to 400 pages*	Up to 500 pages#	
Broadcasting	Up to 258 locations		
Manual Broadcasting	Up to 50 locations		
Auto Reduction	Automatically reduces a received fax to fit onto a single sheet of A4		
ECM (Error Connection Mode)	Yes		
Fax Forward	Yes		

Models		MFC – 7340	MFC – 7450	MFC – 7840N
Fax Retrieval		Yes		
Dual Access		Scan a fax transmission while receiving a fax		
Laser Copying				
Copy Speed (A4 / Letter)		Up to 20 cpm / 21 cpm	Up to 22 cpm / 23 cpm	
Resolution		600 x 600 dpi		
First Copy Out Time (From READY Mode)		Less than 15 secs		
Multi Copy	Stack	Yes (up to 99 copies)		
	Sort	Yes		
Reduction / Enlargement Ratio		25% - 400% in 1 % increments		
N in 1 (up to A4 only)		Compress 2 or 4 pages onto a single sheet		
Colour Scanning				
Colour and Mono Scanning		Yes		
Resolution	Optical	Max 600 x 2,400 dpi (colour & mono)		
	Interporated	19,200 x 19,200 dpi		
Greyscale		256 shades of grey		
Colour Depth (Internal / External)		48 bit / 24 bit		
Scan Functions		Scan to Email / Image / OCR / File	Scan to Email / Email Server [†] / Image / OCR / File / FTP	
PC-Faxing				
Sending		Yes, available for Windows® and Macintosh®		
Receiving		Yes, available for Windows® only		
Paper Handling				
Paper Input	Standard Tray	Up to 250 sheets		
	Manual Feed Slot	1 sheet		
	ADF	Up to 35 sheets Automatic Document Feeder		
Paper Output		Up to 100 sheets face down 1 sheet face-up tray (straight paper path)		
Media Specifications				
Media Types	Standard Tray	Plain paper, recycled paper, transparencies		
	Manual	Plain paper, bond paper, recycled paper, envelopes, labels and		

Models		MFC – 7340	MFC – 7450	MFC – 7840N
	Feed Slot	transparencies		
	ADF	Plain, recycled paper		
Media Weights	Standard Tray	60 – 105g / m2 (16 – 28 lb)		
	Manual Feed Slot	60 – 163g / m2 (16 – 43 lb)		
	ADF	64 – 90g / m2 (17 – 24 lb)		
Media Sizes	Standard Tray	A4, Letter, B5 (ISO), A5, B6, A6, Exe, Legal, Folio		
	Manual Feed Slot	Width 76.2 to 220 mm, Length 116 to 406.4 mm (Width 3.0" to 8.66", Length 4.57" to 16")		
	ADF	Width 148.0 to 215.9 mm, Length 148.0 to 355.6 mm (Width 5.8" to 8.5", Length 5.8" to 14")		
Printer Driver Software				
Windows®		Host-Based for Windows® 2000 Professional, XP Home Edition, XP Professional, XP Professional x64 Edition, Windows Vista®, Windows Server® 2003 (print only via network)		
Macintosh®		Mac OS® X 10.2.4 or greater		
Functions				
N-up Printing		Reduce up to 2, 4, 9, 16, or 25 A4 pages to 1 A4 page		
Poster Printing		Enlarge 1 A4 page into a poster using 4, 9, 16, or 25 A4 pages		
Watermark Printing		Print documents with predefined text or user-defined messages		
Quick Print Set-Up		Select print options in the driver quickly		
Manual Duplex		Manually print on both sides of paper		
Secure Print		-	-	Protection for your print documents
Secure Function Lock		-	-	Restricts functions on the machine, such as fax or copying, to selected users (up to 10 users)
Network				
Built-in Network Interface		-	-	Ethernet (10 / 100 Base - TX)
Network Functionality		-	-	Print, scan and PC fax
Protocols		-	-	TCP / IP (IPv4 and IPv6)
IPv4 Supported Protocols		-	-	TCP / IP, ARP, RARP,

Models	MFC – 7340	MFC – 7450	MFC – 7840N
			BOOTP, DHCP, APIPA (Auto IP), WINS / NetBIOS, DNS resolver, mDNS, LLNMR responder, LPR/LPD, Port9100, IPP, FTP Server, POP before SMTP, SMTP AUTH, APOP, TELNET, SNMPv1, HTTP server, TFTP client & server, SMTP Client, ICMP
IPv6 Supported Protocols			TCP / IP, NDP, RA, DNS resolver, mDNS, LLNMR responder, LPR/LPD, Port9100, IPP, FTP Server, POP before SMTP, SMTP AUTH, APOP, TELNET, SNMPv1, HTTP server, TFTP client & server, SMTP Client, ICMPv6
Software			
Web Based Management	-	-	Web browser print server management
Driver Deployment Wizard	-	-	A quick and easy way to deploy Brother printer drivers on a networked Windows® PC
BRAdmin Light	-	-	Print Server Management for Windows® and Mac OS® X 10.2.4 or greater
BRAdmin Professional			For LAN / WAN

Models		MFC – 7340	MFC – 7450	MFC – 7840N
				management
Consumables				
Standard Toner	TN-2130	Approx. 1500 pages [~]		
High-yield Toner	TN-2150	Approx 2600 pages [~]		
Drum	DR-2125	Approx 12,000 pages (1 page / job)		
Others				
Dimensions without Carton (WxDxH)		428 x 397 x 305 mm		
Weight without Carton		11.1 kg		
Power Consumption	Copying	Average 320W		
	Standby	Average 75W		
	Sleep	Average 9W	Average 12W	

[%] Brother#1 Std resolution, MMR

[^] Brother#1 Std resolution, JBIG

^{*} ITU-T Test Chart, Standard Resolution, MMR

[#] ITU-T Test Chart, Standard Resolution, JBIG

[†] Optional free downloads available from <http://solutions.brother.com>

[~] In accordance with ISO/IEC 19752

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