

PRESS RELEASE

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Brother's Colour Laser Printers: HL-4040CN and HL-4050CDN Redefine Business Colour Printing With Absolute Value

Singapore (10 July 2007) – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, unveils its latest standalone colour laser printers, HL-4040CN and HL-4050CDN, delivering quality and value to Small Medium Businesses (SMBs).

With the growing demand for professional colour printing in many business applications today, Brother developed the perfect colour printing solution to fit the needs of SMBs while eliminating major concerns such as security, cost of initial purchase and long-term operating costs.

Leveraging on their own proprietary print engine technology, Brother's revolutionary Colour Laser printers aim to redefine business colour printing by offering business owners affordable colour printing for their everyday needs. 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.

"Small businesses have the misconception that colour laser printing is expensive. For our new range of colour laser printers, we took it upon ourselves to bust that myth. We are pleased to unveil the perfect range of colour laser printers that epitomise qualities of our Brother brand - quality, value and trust. With these colour laser printers, we are geared towards becoming the No. 1 choice in colour laser solutions among business users," said Tetsuo Watanabe, Managing Director, Brother International Singapore.

Watanabe added, "We are proud to offer users a choice of standard and high-yield toners. For heavy users, the high-yield toners will ensure they achieve the most value out of their Brother consumable as well as one of the lowest cost per page for both colour and monochrome printing."

According to Access Markets International (AMI) Partners, price is a key consideration for most SMBs as they usually have limited internal funds. They thus demand high ROI on the IT products and services they acquire. In the medium business space (commercial companies with 100 to 999 employees), about 75% own at least one colour laser printer. In the small business space (commercial companies with up to 99 staff), there are more monochrome laser printers and multi-function printers or devices, and colour laser printers come in third place with a penetration rate of 30%.

Basic Features in HL-4040CN and HL-4050CDN

- Print speed of up to 20ppm for A4 and 21ppm for letter for monochrome and colour printing
- Colour print resolution of up to 2,400x600dpi
- Network ready with built in Ethernet
- Direct Print using USB media devices and PictBridge capabilities
- Automatic duplex printing feature*

*Available only for HL-4050CDN

Gain Maximum Performance from Intuitive Features

Ideal for the office environment, each colour laser printer 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 for A4 mono / colour) by transferring all four colours (cyan, magenta, yellow and black) to the media using an overlapping manner in a single pass.

Taking into account 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.

Built for maximum usage at minimal maintenance cost, the colour laser printers' 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.

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

Pricing, Availability, Warranty and Support

Brother colour laser printers are priced at: HL-4040CN (**S\$728**) and HL-4050CDN (**S\$828**), inclusive of 7% GST. All models are available through Brother International Singapore authorised distributors (C20 and Ingram Micro) and resellers.

Both models come with a set of toner cartridges. Future purchases cost: **S\$78** (standard) and **S\$138** (high-yield) black toner cartridge and, **S\$88** (standard) and **S\$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

	HL-4040CN	HL-4050CDN
Price	S\$728	S\$828
General		
Warm up time	33 sec (from Sleep Mode)	33 sec (from Sleep Mode)
First print out time (mono/colour)	Less than 16 sec (from Ready Mode) Less than 17 sec (from Standard tray)	Less than 16 sec (from Ready Mode) Less than 17 sec (from Standard tray)
Print Volume		
Paper input capacity	250 sheets	250 sheets
Multipurpose tray	50 sheets (plain) / 3 sheets (envelopes)	50 sheets (plain) / 3 sheets (envelopes)
Output capacity	150 sheets (face down)	150 sheets (face down)
Expandable paper input capacity	-	500 – sheet tray (Optional)
Cartridge capabilities (Standard Yield/High Yield)	Approx. 2500 pages / 5,000 pages (BK)	Approx. 2,500 pages / 5,000 pages (BK)

	Approx. 1,500 pages / 4,000 pages (C/M/Y)	Approx. 1,500 pages / 4,000 pages (C/M/Y)
Printer Performance		
Technology	Electrophotographic (single-pass)	Electrophotographic (single-pass)
First page out time	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)
Memory Capacity	64MB (Expandable up to 576MB)	64MB (Expandable up to 576MB)
Resolution	600 x 600 dpi, 2,400dpi (2,400 x 600) quality	600 x 600 dpi, 2,400dpi (2,400 x 600) quality
Duplex		
Print	Manual	Auto
Connectivity		
Network Enable	Yes	Yes
Hi-Speed USB 2.0 Interface	Yes	Yes
Ethernet 10/1000 Base-TX	Yes	Yes
PictBridge	Yes	Yes
USB Direct Print	Yes	Yes
Operating Systems	Windows® / Macintosh / Linux	Windows® / Macintosh / Linux

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. 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

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.