

PRESS RELEASE

Brother Enforces Colour Brilliance with Its New Range of Colour Inkjet MFCs for the Home and Small Office

Five Models Catered to Various Consumer Needs

Singapore (19 September 2007) – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, unveiled its latest series of inkjet all-in-ones offering a choice of five Multi-Function Centre (MFC) models that are designed specifically for home and small office users.

This range comprises (four 4-in-1s) DCP-150C, DCP-350C, DCP-560CN, (one 5-in-1) MFC-260C; and (one 6-in-1) MFC-465CN.

“We are very excited about this new MFC series as it is a result of our extensive research and development coupled with an in-depth study on the printing needs of the consumers today. We are confident that our all-in-ones will further increase our market share in the already crowded colour inkjet all-in-one market in Singapore,” said Tetsuo Watanabe, Managing Director, Brother International Singapore.

Watanabe added, “At Brother, we always put our customers’ needs first when designing a new product. It is our widest range of 4-in-1, 5-in-1 and 6-in-1. We believe that each user will be able to find a MFC that fits his or her exact needs, may it be at home or at the office. With our 1.5pl ink droplet technology, usually found only in high-end inkjet machines, each colour printout will be of true brilliance. With Brother at your side, you can only expect the best!”

Brilliant Colour Printing At Home Or At The Office

All models offer a print resolution of up to 1,200 x 6,000dpi

Equipped with 1.5pl (picolitre) ink drop technology, found normally in high-end inkjet all-in-ones, this range will produce smoother and sharper images in more vivid colours. To further enhance the colour brilliance, users are encouraged to print using Innobella™ Ink and Innobella™ Paper.

Each model comes bundled with the new FaceFilter Studio Software allowing users to do simple editing such as change facial features, adjust skin tones and remove blemishes to enhance their photos even further. In addition, this software will make printouts look professional and borderless printing easier.

With separate ink cartridges for each colour, users will only need to replace the colour cartridges that run out, a cost saving feature in the long run.

A space saver, each MFC is designed to take up minimum space with its compact design. With full frontal operation, users will find it convenient to change consumables and load of paper into the machines. Adding to the convenience is the built-in USB interface at the front of the printers that allow users to print and scan documents and images directly from/to USB media devices.

Pricing, Availability, Warranty and Support

Brother's new series of colour inkjet all-in-ones are priced at: DCP-150C (**S\$158**); DCP-350CN (**S\$218**); DCP-560CN (**S\$338**); MFC-260C (**S\$268**); MFC-465CN (**S\$368**), all inclusive of 7% GST. All models are available through Brother International Singapore authorised distributors (C2O and Ingram Micro), superstores and resellers.

Each model comes with a set of Innobella™ Ink and a three-year carry-in warranty 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.

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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. 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.

Key Product Specifications and Comparison Chart
(DCP-150C/DCP-350C/DCP-560CN)

	Models		DCP-150C	DCP-350C	DCP-560CN
	All-in-Ones		4-in-1 (Colour Print, Colour Copy, Colour Scan & Direct Print)	4-in-1 (Colour Print, Colour Copy, Colour Scan & Direct Print)	4-in-1 (Colour Print, Colour Copy, Colour Scan & Direct Print)
RSPs			S\$158	S\$218	S\$338
General	Engine		Inkjet	Inkjet	Inkjet
	LCD Display		1 line x 16 Characters	2.0" colour LCD	2.0" colour LCD
	Memory Capacity		16MB	32MB	32MB
	Simultaneous Operation		Yes		
Paper Handling	Paper Capacity ¹	Standard Tray	Up to 100 sheets		
		Output Tray	Up to 50 sheets		
	Paper Handling size		A4, LTR, LGL, EXE, JISB5, A5, A6, Photo (102x152mm), Index Card (127x203mm), Photo L (89x127mm), Photo 2L(127x178mm), Post Card 1 (100x148mm), Post Card 2 (148x200mm), C5 Envelope, Com-10, DL Envelope, Monarch, JE4 Envelope		
	Media Type		Plain, Inkjet, Glossy, Transparency		
Colour Printing	Print Speed ²	Mono/Colour	Up to 27ppm / 22ppm	Up to 30ppm / 25ppm	Up to 30ppm / 25ppm
	Minimum Droplet Size		1.5pl ³ (picolitre)	1.5pl ³ (picolitre)	1.5pl ³ (picolitre)
	Print Resolution		Up to 1,200 x 6,000dpi		
	Warm Up Time		0 sec		
	Borderless Printing		Available for A4, LTR, A6, Photo 4x6", Index Card, Post Card 1, Photo L, Photo 2L		
	Colour Enhancement		Brother Image enhancement allows you to customise the colour output		
Colour Copying	Copy Speed	Mono / Colour	Up to 20cpm / 18cpm	Up to 22cpm / 20cpm	Up to 22cpm / 20cpm
	Copy Resolution	Mono	Up to 1,200 x 1,200 dpi	Up to 1,200 x 1,200 dpi	Up to 1,200 x 1,200 dpi
		Colour	Up to 600 x 1,200 dpi	Up to 600 x 1,200 dpi	Up to 600 x 1,200 dpi
	Multi Copy		Yes - Up to 99 copies		
	Reduction / Enlargement Ratio		25% - 400% in 1% increments		
	N in 1 Printing		Compress 2 or 4 pages onto a single sheet (Mono Only)	Compress 2 or 4 pages onto a single sheet (Mono & Colour)	Compress 2 or 4 pages onto a single sheet (Mono & Colour)
	Poster Printing (A4 Size Only)		Enlarge an image to print on 3 x 3 pages		

Colour Scanning	Scan Resolution	Optical	Up to 600 x 2,400dpi	Up to 600 x 2,400dpi	Up to 600 x 2,400dpi	
		Interpolated ^d	Up to 19,200 x 19,200dpi	Up to 19,200 x 19,200dpi	Up to 19,200 x 19,200dpi	
	Scan Speed (A4 Size, 100 x 100 dpi)	Mono	From 4 secs			
		Colour	From 6 secs			
	Grey Scale	256 shades of grey				
	Colour Depth	36 / 24-bit colour processing				
	'Scan' Key	Scan to Email / OCR / Image / File or USB Flash Memory Drive		Scan to Email / OCR / Image / File or USB Flash Memory Drive		Scan to Email / OCR / Image / File or USB Flash Memory Drive
Direct Photo Centre	PictBridge	Yes – Print directly from a PictBridge enabled Digital Cameras				
	USB Direct Interface	Yes – Print directly from a USB Flash Memory Drive*				
	PhotoCapture Centre™ Acceptable Media Cards	Compact Flash: 4MB - 8GB, Memory Stick (16MB – 128MB, Duo with Adapter), Memory Stick Pro (256MB – 8GB), Secure Digital (SD & MMC: 16MB – 2 GB, MiniSD with Adapter), Secure Digital High Capacity (SDHC: 4GB – 8GB), xD Picture Card (16MB – 512MB), xD Picture Card Type M/H (256MB - 2GB)	Compact Flash: 4MB - 8GB, Memory Stick (16MB – 128MB, Duo with Adapter), Memory Stick Pro (256MB – 8GB), Secure Digital (SD & MMC: 16MB – 2 GB, MiniSD with Adapter), Secure Digital High Capacity (SDHC: 4GB – 8GB), xD Picture Card (16MB – 512MB), xD Picture Card Type M/H (256MB - 2GB)	Compact Flash: 4MB - 8GB, Memory Stick (16MB – 128MB, Duo with Adapter), Memory Stick Pro (256MB – 8GB), Secure Digital (SD & MMC: 16MB – 2 GB, MiniSD with Adapter), Secure Digital High Capacity (SDHC: 4GB – 8GB), xD Picture Card (16MB – 512MB), xD Picture Card Type M/H (256MB - 2GB)	Compact Flash: 4MB - 8GB, Memory Stick (16MB – 128MB, Duo with Adapter), Memory Stick Pro (256MB – 8GB), Secure Digital (SD & MMC: 16MB – 2 GB, MiniSD with Adapter), Secure Digital High Capacity (SDHC: 4GB – 8GB), xD Picture Card (16MB – 512MB), xD Picture Card Type M/H (256MB - 2GB)	
Interfaces	Connecting interface	Full Speed USB 2.0	Full Speed USB 2.0	Full Speed USB 2.0	Full Speed USB 2.0	
	USB Direct Interface	Print & Scan directly from/to a USB Flash Memory Drive*	Print & Scan directly from/to a USB Flash Memory Drive*	Print & Scan directly from/to a USB Flash Memory Drive*	Print & Scan directly from/to a USB Flash Memory Drive*	
	Media Card Interface	Print & Scan Directly from/to Media Cards	Print & Scan Directly from/to Media Cards	Print & Scan Directly from/to Media Cards	Print & Scan Directly from/to Media Cards	
	Network Interface	NA	NA	Built-in 10/100 Base-TX Network Interface		
Machine Dimensions & Weight	Dimensions (W x D x H)	398x360x150mm	398x360x150mm	398x370x180mm		
	Weight	7.1kg	7.3kg	8.0kg		

Consumables	Innobella™ Ink		<u>LC-37BK</u> Black: Up to 350pages [†]	<u>LC-57BK</u> Black: Up to 500pages [†]	<u>LC-57BK</u> Black: Up to 500pages [†]
			<u>LC-37C/M/Y</u> Cyan / Magenta / Yellow: Up to 300 pages [†] each	<u>LC-57C/M/Y</u> Cyan / Magenta / Yellow: Up to 400 pages [†] each	<u>LC-57C/M/Y</u> Cyan / Magenta / Yellow: Up to 400 pages [†] each
	Innobella™ Paper	BP – 61 GLP BP – 61 GLA	4" x 6" Glossy Photo Paper: 20-sheet pack A4 Glossy Photo Paper: 20-sheet pack		
Other Brother Paper	BP – 60MA BP – 60PA	A4 Matte Inkjet Paper: 25-sheet pack A4 Plain Inkjet Paper: 250-sheet pack			
Software	Driver Software Included		Brother MFL-Pro Suite		
	OS	Windows®	Brother ControCentre3, ScanSoft® Paperport® 11 SE with OCR		
		Macintosh®	Brother ControCentre2, Newsoft® Prestol® PageManager7		
	Reallusion® FaceFilter Studio Software		A simple and easy to use photo editor that enables you to fine-tune your photos to print perfect, professional looking photos with or without borders		

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

¹ Based on 80gsm paper

² Draft Mode Printing at 600 x 150dpi

³ When used with Brother BP61 Photo Paper (Refer to Consumables Section)

⁴ Due to the restrictions of OS or applications, scanning at or above 19,200 x 19,200dpi may not support all sizes of documents or images

* Supports up to 8GB USB Flash Drive. Brother does not guarantee the compatibility of all brands of USB Flash Drive

[†] Pages are based on normal mode at 5% coverage on A4 / Letter for ink cartridges. The supplied ink will be lesser due to initial purging.

**Key Product Specifications and Comparison Chart
 (MFC-260C/MFC-465CN)**

	Models	MFC-260C	MFC-465CN
	All-in-Ones	5-in-1 (Colour Print, Colour Copy, Colour Scan, Colour Fax & Direct Print)	6-in-1 (Colour Print, Colour Copy, Colour Scan, Direct Print & PC Fax)
RSPs		S\$268	S\$368
General	Engine	Inkjet	Inkjet
	LCD Display	1 line x 16 Characters	2.0" colour LCD
	Memory Capacity	16MB	32MB
	Simultaneous Operation	Yes	
Paper Handling	Paper Capacity ¹	Standard Tray	Up to 100 sheets
		Output Tray	Up to 50 sheets
	Paper Handling Size	A4, LTR, LGL, EXE, JISB5, A5, A6, Photo (102x152mm), Index Card (127x203mm), Photo L (89x127mm), Photo 2L(127x178mm), Post Card 1 (100x148mm), Post Card 2 (148x200mm), C5 Envelope, Com-10, DL Envelope, Monarch, JE4 Envelope	A4, LTR, LGL, EXE, JISB5, A5, A6, Photo (102x152mm), Index Card (127x203mm), Photo L (89x127mm), Photo 2L(127x178mm), Post Card 1 (100x148mm), Post Card 2 (148x200mm), C5 Envelope, Com-10, DL Envelope, Monarch, JE4 Envelope
	Media Type	Plain, Inkjet, Glossy, Transparency	
	Automatic Document Feeder (ADF)	Up to 10 sheets	Up to 10 sheets
Colour Printing	Print Speed ²	Mono/Colour	Up to 27ppm / 22ppm
	Minimum Droplet Size		1.5pl ³ (picolitre)
	Print Resolution		Up to 1,200 x 6,000dpi
	Warm Up Time		0 Sec
	Borderless Printing		Yes – Available for A4, LTR, A6, Photo 4 x 6", Index Card, Post Card 1, Photo L, Photo 2L
	Colour Enhancement		Brother Image enhancement allows you to customise the colour output
Colour Faxing	Modem Speed, Transmission Speed	14.4 kbps – Approx. 6 secs transmission	14.4 kbps – Approx. 6 secs transmission
	Broadcasting Locations	Up to 90 locations	Up to 210 locations
	Group Dials	Up to 6 groups	Up to 6 groups
	Speed Dials	40 locations for pre-stored numbers	160 locations for pre-stored numbers
	Memory Transmission / Out-of-Paper Reception	Up to 170 pages ⁴ / Up to 170 pages ⁴	Up to 400 pages ⁴ / Up to 400 pages ⁴

	Auto Reduction		Automatically reduces a received fax to fit on to a single A4 sheet	
	Error Correction Mode		Where machines share the ECM feature, errors during transmission are corrected automatically ensuring received documents are error free	
	Fax / Tel Switch		Automatic	
	Dual Access	Mono Only	Scan a fax for transmission whilst receiving a fax	
Colour Copying	Copy Speed	Mono / Colour	Up to 20cpm / 18cpm	Up to 22cpm / 20cpm
	Copy Resolution	Mono	Up to 1,200 x 1,200 dpi	
		Colour	Up to 600 x 1,200dpi	
	Multi Copy		Yes - Up to 99 copies	
	Reduction / Enlargement Ratio		25% - 400% in 1% increments	
	N in 1 Printing		Compress 2 or 4 pages onto a single sheet (Mono only)	
	Poster Printing (A4 size only)		Enlarge an image to print on 3 x 3 pages	
Colour Scanning	Scanning Resolution	Optical	Up to 600 x 2,400dpi	Up to 600 x 2,400dpi
		Interpolated ^b	Up to 19,200 x 19,200dpi	Up to 19,200 x 19,200dpi
	Scan Speed (A4 Size, 100 x 100 dpi)	Mono	From 4 secs	
		Colour	From 6secs	
	Grey Scale		256 shades of grey	
	Colour Depth		36 / 24-bit colour processing	
	'Scan' Key		Scan to Email / OCR / Image or File	Scan to Email / OCR / Image, File or a USB Flash Memory Drive
Direct Photo Printing	PictBridge		Yes – Print directly from a PictBridge enabled Digital Cameras	
	USB Direct Interface		Yes – Print directly from a USB Flash Memory Drive*	
	PhotoCapture Centre™ Acceptable Media Cards		Compact Flash: 4MB - 8GB, Memory Stick (16MB – 128MB, Duo with Adapter), Memory Stick Pro (256MB – 8GB), Secure Digital (SD & MMC: 16MB – 2GB, MiniSD with Adapter), Secure Digital High Capacity (SDHC: 4GB – 8GB), xD Picture Card (16MB – 512MB), xD Picture Card Type M/H (256MB -2GB)	Compact Flash: 4MB - 8GB, Memory Stick (16MB – 128MB, Duo with Adapter), Memory Stick Pro (256MB – 8GB), Secure Digital (SD & MMC: 16MB – 2 GB, MiniSD with Adapter), Secure Digital High Capacity (SDHC: 4GB – 8GB), xD Picture Card (16MB – 512MB), xD Picture Card Type M/H (256MB -2GB)

Interfaces	Connecting interface		Full Speed USB 2.0	Full Speed USB 2.0
	USB Direct Interface		Print directly from a USB Flash Memory Drive	Print & Scan directly from/to a USB Flash Memory Drive
	Media Card Drive		Print Directly from Media Cards	Print & Scan Directly from/to Media Cards
	Network Interface		NA	Built-in 10/100 Base-TX Network Interface
Machine Dimensions & Weight	Dimensions (W x D x H)		398 x 370 x 180mm	398x370x180mm
	Weight		8.0kg	8.0kg
Consumables	Innobella™ Ink		<u>LC-37BK</u> Black: Up to 350pages [†] <u>LC-37C/M/Y</u> Cyan / Magenta / Yellow: Up to 300 pages [†] each	<u>LC-57BK</u> Black: Up to 500pages [†] <u>LC-57C/M/Y</u> Cyan / Magenta / Yellow: Up to 400 pages [†] each
	Innobella™ Paper	BP – 61 GLP BP – 61 GLA	4" x 6" Glossy Photo Paper: 20-sheet pack A4 Premium Glossy Photo Paper: 20-sheet pack	
	Other Brother paper	BP – 60MA BP – 60PA	A4 Matte Inkjet Paper: 25-sheet pack A4 Plain Inkjet Paper: 250-sheet pack	
Software	Driver Software Included		Brother MFL-Pro Suite	
	OS	Windows®	Brother ControCentre3, ScanSoft® Paperport® 11 SE with OCR	
		Macintosh®	Brother ControCentre2, Newssoft® Prestol® PageManager7	
	Reallusion® FaceFilter Studio Software		A simple and easy to use photo editor that enables you to fine-tune your photos to print perfect, professional looking photos with or without borders	

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

¹ Based on 80gsm paper

² Draft Mode Printing at 600 x 150dpi

³ When used with Brother BP61 Photo Paper (Refer to Consumables Section)

⁴ Based on ITU-T Test Chart No. 1 Standard Resolution

⁵ Due to the restrictions of OS or applications, scanning at or above 19,200 x 19,200dpi may not support all sizes of documents or images

* Supports up to 8GB USB Flash Drive. Brother does not guarantee the compatibility of all brands of USB Flash Drive

† Pages are based on normal mode at 5% coverage on A4 / Letter for ink cartridges. The supplied ink will be lesser due to initial purging.