

PRESS RELEASE

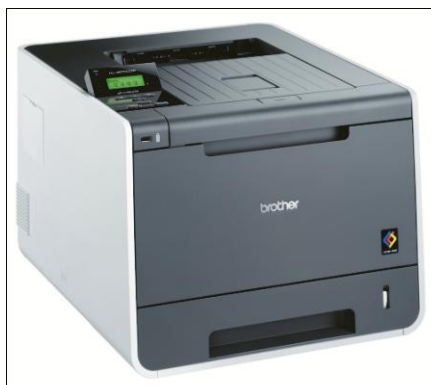
Brother's Colour Laser Printers HL-4150CDN and HL-4570CDW

Deliver Professionalism for Businesses

Brother's professional colour laser printing produces brilliant print outs for small and medium-sized businesses



HL-4150CDN



HL-4570CDW

Singapore, October 2010 – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, introduces its latest high-speed automatic double-sided printing colour laser printers, HL-4150CDN and HL-4570CDW to target Small Medium Businesses (SMBs), corporate workgroups and Small Office Home Offices (SOHOs) that seek for high quality printouts.

Brother delivers high-performance professional printing solutions for all business users. The new range of colour laser printers offer reliable, high-speed and yet inexpensive quality printouts that, address the needs of today's businesses - effective cost-cutting that maintains high quality and time efficiency in printing. These printers provide powerful performance and high returns of investment at highly competitive costs, both in direct purchase savings and long-term operating costs.

With Brother's innovative single pass technology, this series of colour laser printers can print in colour as fast as monochrome unlike other printer brands to save time and increase work efficiency in the office.

For many businesses that aim to be environmentally friendly, the Deep Sleep mode is a new feature in this series that operates at a mere 0.9 watt. The automatic double-sided printing also reduces paper usage by half.

Web-Based Management and/or **BRAdmin** are simple-to-use systems for easy changing of settings and configuring device status alerts without leaving your desk*. Web Based Management allows configuration through your web browser so there's no need to install any software. BRAdmin is perfect for a large suite of machines spread across multiple locations, saving you the time of having to physically visit a printer.

"Brother has been providing quality, value and trust for business users and consumers all over the world. We offer only the best and are always looking at addressing various needs

for printing solutions to bring the maximum value and optimum result for every user. We are pleased to introduce the new range of colour laser printers that is environmentally and budget friendly for businesses to increase productivity intelligently and flexibly,” said Mr Takeo Shimazu, Managing Director, Brother International Singapore.

Basic Features in HL-4150CDN and HL-4570CDW

- Print speed of up to 28 pages per minute (ppm) for one-sided printing and 7ppm on both sides in monochrome and colour printing
- Colour print resolution of up to 2,400x600dpi
- Network ready with built-in Ethernet
- Wireless networking for HL-4570CDW
- Direct Print using USB media devices and PictBridge™ capabilities
- Automatic double-sided printing feature

Saving Time and Money with Innovative and Simple Solutions

Ideal **networked and wireless** devices for the office environment, the printers enable users to share a printer among several users, reducing spaces needed. The **Access and Usage Control** feature allow administrators in the office to restrict access to colour printing and set monthly print volume allowance so as to control running costs.

The **Energy Star** compliant printers also feature, class-leading low TEC (Typical Electrical Consumption) to conserve energy, which converts to reduction in energy bills. In addition, the **N-in-1 printing** allows users to reduce 2, 4, 9, 16 or 25 pages onto an A4 sheet, saving paper and toner. For large print volume, companies can look forward to more savings with the optional high yield or super high yield cartridges.

Brother's **Direct USB Print** is a saviour when you are in a hurry - print directly from the USB Flash Memory Drive without using a computer. The printers also allow users to print easy-to-read and professional documents in A5 booklet format simply by choosing the special feature in the driver.

Be Safe and Secure

Brother's Secure Print is a user-friendly feature to help safeguard your confidential and important documents. Enter a private PIN code on the computer when you are ready to print. The document will print only after you have physically entered your PIN code at the printer. Brother also prevents hacking of information when documents are sent from computer to the printer with SSL encryption.

SSL Encryption - Although documents are sent from computer to printer within seconds, this is long enough for the information to be hacked. SSL prevents this by encrypting the data you send over the network.

* Support level varies.

Pricing, Availability, Warranty and Support

Brother's HL-4150CDN and HL-4570CDW colour laser printers are priced at [\$xxx and S\$xxx] respectively, inclusive of the prevailing taxes, through Brother International [Singapore's authorised resellers and superstores].

Both models come with a set of standard toner cartridges. Future replacement cartridges are each priced at [\$XX (standard), \$XX (super high-yield) for Black toner cartridge; and \$XX

(standard), \$XX (high-yield) and \$XX (super high-yield) for colour toner cartridges (Cyan, Magenta and Yellow).

Consumable	Black (no. of pages)	Cyan/Magenta/Yellow (no. of pages)
Standard Yield	2,500	1,500
High Yield	-	3,500
Super High Yield	6,000	6,000

Declared yield value in accordance with ISO/IEC 19798

Each model carries a [2-year on-site warranty] and is supported by [Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. It is opened Mondays to Fridays, from 9am to 9pm, and on Saturdays, from 9am to 3pm.]

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 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 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 products names are trademarks or registered trademarks of their respective companies.



About Brother Earth

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother’s attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated. Brother plans to donate JPY15,000,000 for the total clicks by the end of March 2011.

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