

**PRESS RELEASE**

## **Brother Launches New Colour Inkjet Multi-Function Centres For Homes and SOHOs**

*The latest additions to Brother's range of inkjet MFCs are designed with flexibility-of-use  
for the homes and SOHOs*



DCP-385C



DCP-165C



MFC-490CW



MFC-290C



DCP-585CW

**SINGAPORE, 6<sup>th</sup> November 2008** – Brother International Singapore, a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, strengthens its line of colour inkjet Multi-Function Centres (MFCs) for homes, and Small Offices and Home Offices (SOHOs), with a new range of products. Comprising the Home Series (DCP-385C and DCP-165C) and the SOHO Series (MFC-490CW, MFC-290C and DCP-585CW), these sophisticatedly designed all-in-ones have the capability to print, fax<sup>1</sup>, copy and scan with and without wireless networks, to meet the different needs of home and SOHO users.

Said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd, “Brother has been a pioneer for all-in-ones and our latest range of MFCs has been developed for users who demand more than just printing. These new creations have the versatility to suit both SOHO and home users who are looking for value and great functionalities to suit their everyday needs.”

<sup>1</sup> Applicable for MFC-490CW and MFC-290C

## **Home Series**

Top-of-the-range in the Home Series is DCP-385C, which integrates colour printing, copying and scanning into one sleek package, to save space for the home. It has a wide 3.3" colour LCD to allow easy operation of copy and scan settings. Everyone at home, regardless of age, will be able to operate the MFC with ease. Other settings that are operable on the LCD include previewing and editing of photos at the touch a button.

The DCP-385C also has a Direct Print feature; simply insert the flash memory drive, media cards or connect PictBridge™ cameras to access photos directly without a PC and print borderless photos instantly. Students can now print, scan and share their lecture notes while mothers can print recipes, web pages and documents. The MFC's flexible paper tray makes switching between 4R and A4-sized paper quick and easy.

With high-speed printing of up to 30ppm for monochrome and 25ppm for colour, there is less waiting time to produce high-quality printouts of up to 1,200 x 6,000dpi print resolution. Photo quality prints can also be achieved with Brother's Innobella™ Ink and Photo Paper. When combined with Brother's print technology that enables droplet sizes as fine as 1.5picolitre, vibrant colours and incredible sharpness can be produced. Further, DCP-385C, like all of Brother's colour inkjet MFCs, operates on four separate ink cartridges. This allows the user to replace only the colour that has run out.

The other model available in the Home Series, DCP-165C, is an entry-level machine for basic home use – offering print, copy and scan functions as well as direct print without the use of a PC.

## **SOHO Series**

The new MFC-490CW is the star model in the SOHO Series, with both wired and wireless connectivity for multiple users in a SOHO environment. Installation is made easy via Brother' Secure Easy Setup™. Besides print, scan and copy functions, this model comes with fax, PC fax and direct print functions that complete the needs of a SOHO user.

With the Super G3 33.6Kbps fax modem, fax transmission is completed in approximately three seconds. Its wide 3.3" colour LCD screen allows easy preview and editing of photos and files directly with the Direct Print feature. The 15-page ADF (Automatic Document Feeder) and the 100-page paper tray enable handling of high-capacity printing, while the highly efficient scan-to-email, OCR, image, file and flash memory drive, provide users the convenience to scan their documents to various sources and even convert documents to their favourite text editing documents.

Without a doubt, MFC-490CW is ideally designed for home businesses and SOHO users, who want to get their work done efficiently in-house. There is now no need to outsource these printing and copying needs, thus saving cost and time.

Other MFCs also launched in the SOHO Series include MFC-290C and DCP-585CW. MFC-290C is equipped with 14.4Kbps fax modem, whereas DCP-585CW is without fax capability. The DCP-585CW is wireless-capable, and integrates a 3.3" colour LCD screen for easy navigation.

**Pricing and Warranty:**

DCP-165C: Price - \$158, Warranty – 3 years carry-in warranty

DCP-385C: Price - \$198, Warranty – 3 years carry-in warranty

DCP-585CW: Price - \$298, Warranty – 3 years carry-in warranty

MFC-290C: Price - \$268, Warranty – 3 years carry-in warranty

MFC-490CW: Price - \$368, Warranty – 3 years carry-in warranty

All prices are inclusive of 7% GST. These machines can be purchased through Brother International Singapore's authorised resellers and superstores 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.

**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 Indonesia and Vietnam. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit [www.brother.com.sg](http://www.brother.com.sg). Brother will always be "At Your Side" now and into the future.

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