

MEDIA RELEASE

**World's First A3 Inkjet MFC
Awarded PC Magazine Editor's Choice**

The first and only in Colour Inkjet MFC category, the MFC-6490CW has been awarded the prestigious PC Magazine Editor's Choice award



Singapore (13th January 2009) – Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, is honoured to have received the Editor's Choice award from PC Magazine Singapore, in its January 2009 issue. The world's first A3 inkjet Multi-Function Centre (MFC) scores 4.5 stars out of 5 stars for being a fully fledged all-in-one, its cost-effective A3 printing, and its premium features such as wireless network capability and wide 3.3" colour LCD.

"We are proud that the only A3 colour inkjet MFC in the market has been ear-marked by the highly regarded PC Magazine (Singapore), in its Editor's Choice award. Receiving this award marks another milestone in Brother's achievement in the market for small and medium sized business. The MFC-6490CW will continue to benefit many businesses with the advantage of up to A3-sized capabilities, helping them attain cost efficiency and flexibility," said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd.

Rating: 4.5 out of 5 stars

Scoring a high 4.5 out of 5 stars, PC Magazine spotlighted the MFC-6490CW positively "as the A3 format is fairly commonly used in a variety of professions and applications". It has the capability to print, copy, scan and fax up to A3 in size, including A4 sized document and 4R photo paper for business usage. The biggest selling point of the MFC-6490CW was described as "it is capable of full A3 borderless printing, something that has yet to be made available at really affordable prices."

With its multi-functionalities and wireless capability, the MFC-6490CW was also praised for its flexibility of use, as: “having a wireless module makes it even easier to achieve this, and yet doesn’t make it any more difficult to do so – as it turns out, the 6490CW comes with a generous 3.3” widescreen colour LCD.”

This was further emphasised: “The result is a menu layout that is easy on the eye and easy to navigate as well. Its control panel is easy to use, with major functions having its own selection button.”

Other benefits mentioned in the encouraging review include its flexibility as “a 50-page ADF and two trays in which you can store both A3 and conventional sized papers”. In addition, the preview option, originally developed to help companies reduce paper and ink wastage, was also picked up in the article: “a very helpful fax preview option, which is useful for weeding out junk faxes.”

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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. Brother will always be “At Your Side” now and into the future.

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