

MEDIA RELEASE

Make Daddy's Day with the Uber-Cool 9-in-1 Wireless Colour Inkjet Multi-Function Centre

***MFC-885CW With One of the Market's Widest 4.2" Colour LCD Screen,
a Cordless Handset, and a Host of Other Office Functions
Makes A Perfect Gift this Father's Day***



SINGAPORE, May 12, 2008 – Are you at a loss for a suitable gift to get for your dad this Father's Day? Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, offers the perfect gift - the MFC-885CW, a 9-in-1 wireless colour inkjet Multi-Function Centre (MFC) that tech-savvy daddies will certainly love. The 4.2" widescreen colour LCD will enable him to enjoy a variety of functions such as photo enhancement, "before and after" photo edit viewing and fax previewing. The MFC-885CW also acts as a digital communication centre that comes with a cordless handset for those important phone calls. Offering impressive print speeds of up to 30 pages per minute (ppm) for monochrome printing and 25 ppm for colour printing, the MFC-885CW is perfect for the daddy who is a shutterbug or works in a SOHO, or simply one who is fascinated by hi-tech "toys". What's more, with its compact and stylish design, the MFC-885CW will complement any décor.

The Flexibility of Wireless and Wired Connectivity

The MFC-885CW is versatile enough to operate as a standalone all-in-one or a shared solution among multiple users connected to a wired or wireless network. It has a built-in Ethernet interface or wireless interface (802.11b/g), thereby eliminating the need to connect to computers via cables.

With its SecureEasySetup™ application, the MFC-885CW automatically configures the network and security settings with a wireless router supporting this technology.

One of the Industry's Largest Widescreen Colour LCDs

The MFC-885CW has one of the industry's widest 4.2" colour widescreen LCD available in the market today. Users can enhance photos from a digital camera card or USB flash drive directly on the colour LCD screen. The same LCD screen eliminates unnecessary printing of junk faxes to minimise paper wastage. The "Fax Preview" function also stores all received faxes in the memory so the user can preview faxes on the screen before printing or deleting them.

Ideal for daddies who are shutterbugs, the MFC-885CW also has photo enhancement capabilities that are user-friendly. Images can be improved by enhancing skin tone, adjusting scenery colours, removing red eye, as well as converting coloured photos to monochrome and sepia. All these functions will enable him to see the images before and after editing. Cropping of images and viewing a slideshow of pictures on the media card via the LCD screen is also possible.



See Before & After Photo Effect



Function Menus & Helpful Hints

Digital Communication Centre

The MFC-885CW also offers complete Digital Communications capabilities designed for the SOHOs. Its stylish cordless handset supports hands-free calling and is expandable with the ability to connect up to four handsets.

Brother's Innobella™ Printing Technology

The revolutionary MFC-885CW uses Brother's lineup of Innobella™ ink cartridges and photo papers. When utilised with Brother's print engine technology, the result is a beautifully printed image with vibrant colours. What's more, these technologies enhance image permanence and longevity.

Innobella™ inks and papers are engineered to become fundamental, operational components of an integrated printing system. This system delivers reliable, consistent and dazzling colour print-outs from the first print to the succeeding reproductions. The MFC-885CW uses a four-cartridge ink system

that requires replacement of colour that runs out – and not the entire cartridge. The LC-57 series of Innobella™ inks offer a yield of up to 500 pages for black and 400 pages for each colour cartridge (based on 5% page coverage).

Pricing, Availability, Warranty and Support

The MFC-885CW costs **S\$528** inclusive of 7% GST. It comes with a three-year carry-in warranty with a set of 4-ink cartridges. For future purchases, the black cartridge costs **S\$32** and **S\$18** each for colour cartridges (Cyan, Magenta and Yellow).

The latest MFC can be purchased through Brother International Singapore authorised resellers 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 on Saturdays, from 9am to 3pm.

Key Product Specifications MFC-885CW

9-in-1 Colour Inkjet MFC-885CW	
COLOUR PRINTING	
Print Speed (Max) (black/colour)	30ppm / 25ppm
Maximum Resolution (dpi)	1200 x 6000
Front-Load Paper Tray Capacity	100 sheets
Photo Tray	20 sheets
Interface(s) Standard	USB, PictBridge, Ethernet, Wireless 802.11b/g
Windows® Compatibility	Windows® Vista™, XP, XP Professional x64 Edition, 2000 Professional
COLOUR COPYING	
Copy Speed (Max) (black/colour)	22cpm / 20cpm
Automatic Document Feeder	Up to 10 pages
Multi-Copy Capability	Up to 99 copies
Maximum Copy Resolution (dpi)	600 x 1,200
Enlargement /Reduction Ratio	25% to 400% (in 1% increment)
COLOUR SCANNING	
Optical Resolution (Max dpi)	600 x 2,400
Interpolated Resolution (Max dpi)	19,200 x 19,200
COLOUR FAXING	
Modem Speed	14.4kbps (approximately 6 sec transmission)
Memory Transmission	Up to 400 pages
Broadcasting	Up to 250 locations
Speed Dial Locations	Up to 200 locations
PHOTOCAPTURE CENTRE	
LCD display	Wide 4.2" Colour LCD
Compatible Media Cards	CompactFlash®, Memory Stick®, Memory Stick Pro™, xD Picture Card™ Type M / Type H, Secure Digital™, Secure Digital High Capacity, MultiMediaCard™
Direct Photo Printing without a PC	Media Card, USB Flash Drive or with PictBridge-enabled camera

Scan directly to the memory cards	Yes
MESSAGE CENTRE	
Handset	Cordless (up to 4 handsets)
Digital Answering Machine	Yes, up to 29 mins
Duplex Speakerphone	Yes
NETWORK	
Network Standard	Yes, Ethernet and Wireless 802.11b/g
Wireless Security	SSID, WEP (64bit & 128bit); WPA – Personal (TKIP/AES), SecureEasySetup™ & AOSS™
SecureEasySetup™ and AOSS™	Yes
OTHER INFO	
Dimensions (without carton)	476mm (W) x 370mm (D) x 180mm (H)
Weight (without carton)	8.6 kg
Consumable Yield (Black)	Up to 500 pages
Consumable Yield (C/M/Y)	Up to 400 pages
Print Engine Technology	Inkjet

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. 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 the only electronics company to be bestowed the Consumers Association of Singapore's (CASE) CaseTrust Gold Award since 2005. 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 highest possible standards in product and service quality. Besides Brother, only 4 other companies were presented this award. The CaseTrust Gold Award reinforces Brother's vision of providing our customers with world-class service.