



PRESS RELEASE

Brother Introduces Efficiency and Productivity to Businesses with the New Monochrome Laser Series

A selection of Monochrome Multi-Function Centres that offers automatic double-sided printing and wireless network capable option in one compact size.



MFC-7860DW

DCP-7055

MFC-7360

DCP-7060D

Singapore, 20 April 2011 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, introduces four new models to its line of Monochrome Laser Multi-Function Centres (MFCs) for Small Offices and Home Offices (SOHOs) and Small Medium Businesses (SMBs). Compact in size to fit into any business environment, the series consists of DCP-7055, DCP-7060D, MFC-7360 and MFC-7860DW.

With automatic double-sided printing, the MFC-7860DW and DCP-7060D can reduce paper usage by up to 50% to keep the office environmentally friendly.

The MFC-7860DW and MFC-7360 are integrated with monochrome printing, faxing, copying and scanning abilities. With these highly efficient utilities, users can expect this new range of Brother’s Monochrome Laser MFCs to maximise the smallest available office space. The PC Fax send and receive feature eliminates junk faxes and reduces paper wastage by enabling user to preview faxes before printing. Users who wish to opt out of fax abilities can consider choosing DCP-7055 and DCP-7060D of the same range.

“Brother understands the need to be constantly fast and efficient at work. With the launch of the new range of Monochrome Laser MFCs, I am confident that Brother can deliver more value and meet diverse office needs, be it the ease of use, speed, quality, cost management, or versatility. All these realise higher productivity and efficiency for greater business returns,” said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd.

Providing Efficiency and Productivity

All these Monochrome Laser MFCs are equipped with high printing speed of up to 26 pages per minute (ppm) – with the first print-out delivered in less than 10 seconds flat.

In addition, the large 250-sheet built-in paper tray along with the 35-sheet Automatic Document Feeder help users save more time from frequent replenishing. Users can also enjoy defined and precise printing with the series' high-resolution printing at 2400 x 600 dpi.

With the new Monochrome Laser MFCs, scanning and copying both sides of ID card is a hassle-free matter now with the ID copy feature.

Brother recognizes the need for businesses to manage and retrieve documents swiftly in this high-speed era. Pushing productivity to the next level, all Monochrome Laser MFCs in this series are bundled with the powerful Scansoft® Paperport™. With this cutting-edge programme, users can convert any hard copy documents into soft copies to be stored and managed electronically.

Keeping Expenditures Minimal

With Brother's signature Automatic Duplex Printing in MFC-7860DW and DCP-7060D, printing costs are kept to a minimum as paper outputs are halved automatically. Brother's Monochrome Laser MFCs also offer the N-in-One printing and copying function, allowing users to reduce multiple pages into just one A4 sheet.

Taking savings even further, users can either opt for the Brother's Toner Save Mode, or the non-compulsory high-yield toner to push the cost per print to an all-time low.

Conserving the Environment

All Brother's Monochrome Laser MFCs are designed to not only reduce material costs, they are also specially designed to keep hefty electricity bills at bay. Each Brother's Monochrome Laser MFC is Energy Star approved, with Deep Sleep Mode taking up less than two watts.

Pricing, Availability, Warranty and Support

<u>Model</u>	<u>Price</u>	<u>Warranty</u>
DCP-7055	\$188	3 years on-site
DCP-7060D	\$228	3 years on-site
MFC-7360	\$278	3 years on-site
MFC-7860DW	\$448	3 years on-site
<u>Toner (Standard yield)</u>	<u>Price</u>	<u>Page Yield^</u>
TN-2060*	\$38	700 pages*
<u>Toner (Standard yield)</u>	<u>Price</u>	
TN-2260	\$54	1,200 pages
<u>Toner (High yield)</u>	<u>Price</u>	
TN-2280	\$92	2,600 pages
<u>Drum</u>	<u>Price</u>	
DR-2255	\$98	12,000 pages

*DCP-7055 only uses TN-2060 toner

^Declared yield value in accordance with ISO/IEC 19752

All prices are inclusive of the prevailing taxes. These machines can be purchased through Brother International Singapore's authorised resellers and superstores and are supported by the Brother Customer Service Centre, located at the 1st 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 aspect 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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