

**PRESS RELEASE**

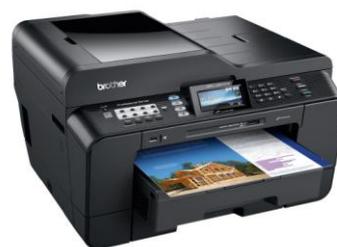
**See the Bigger Picture with  
All-New Brother Full A3 Colour Inkjet Multi-Function Centres**  
Successor line of world's first A3 Colour Inkjet MFCs by Brother further expands  
possibilities of businesses with superior technologies and capabilities



**MFC-J6510DW**



**MFC-J6710DW**



**MFC-J6910DW**

Singapore, 20 April 2011 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, introduces three new models to its line of full A3 Colour Inkjet Multi-Function Centres (MFCs) for Small Offices and Home Offices (SOHOs) and Small Medium Businesses (SMBs). The well-designed and urbane series consists of MFC-J6510DW, MFC-J6710DW and MFC-J6910DW.

Brother’s technological innovation piloted the development of this unique line-up of full A3 Colour Inkjet MFCs. Like its predecessors, which were the first in the world to have complete A3-enabled functions, users can continue to expect these fresh models to not only print in jumbo size but also scan, fax and copy in A3. The all-rounded competencies of Brother’s full A3 Colour Inkjet MFCs make them the ultimate choice for professionals especially those in the engineering, architecture, design and creative sectors, enabling them to print elaborate floorplans, charts and graphs while saving precious workspace and costs of purchasing numerous machines, with individual ones that multi-task.

Besides delivering versatility, skilled professionals will also appreciate Brother’s uncompromised quality with the big scale – minute details can be seen much clearer in high quality and resolution on large A3 professional documents in colour. Other useful features such as automatic double-sided and high-speed printing that also apply to A3 size pack further savings and value, helping businesses and professionals to think and grow bigger.

“Brother takes pride in leading the pack with advanced products and capabilities. As the creator of the World’s First A3 Colour Inkjet MFC, Brother continues to support SOHO and SMB customers with a new range of full A3 Colour Inkjet MFCs. This series greatly expands business possibilities, with the A3 prints, scans, faxes and copies now all achievable with greater ease with just one machine, while realising even more cost savings and time efficiency. Brother not only takes care of the bigger picture, but the fundamental details as well,” said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd.

## See the bigger picture – more features, bigger returns, higher efficiencies

Each full A3 Colour Inkjet MFC is equipped with high ISO printing speed of 12/10 ppm, a first for Brother in adopting the ISO print standard. The additional 250-sheet built-in paper tray in the MFC-J6710DW and MFC-J6910DW, along with the 35-sheet Automatic Document Feeder available in all three models, help users to be more time-efficient as they eliminate the need for frequent paper replenishment.

Brother's Automatic Double-sided Printing is also available in this latest series of full A3 Colour Inkjet MFCs. Recognising the need for businesses to manage overheads carefully, the Automatic Double-sided Printing not only saves time from manual feeding, it shrinks paper usage by 50 per cent, thereby halving paper costs too.

While Brother's high-yield ink cartridges have been highly popular among offices for its cost effectiveness with large print volumes, Brother has pushed past boundaries and took a step further with the super high-yield ink cartridges, which have made printing even more affordable. The new monochrome ink cartridge promises to boost 600 printable pages to an amazing 2,400 printable pages. With lower consumption of cartridges, Brother helps you to be more environmentally friendly while keeping expenditures low.

Last but not least, all three full A3 Colour Inkjet MFCs are wireless-network enabled, making connectivity to various computers in a workgroup convenient and fuss-free.

Get the bigger picture now with the fully A3-enabled Colour Inkjet MFCs, and start reaping greater returns of investments with Brother at your side!

### Pricing, Availability, Warranty and Support

<u>Model</u>	<u>Price</u>	<u>Warranty</u>
MFC-J6510DW	\$488	18-months collect & return
MFC-J6710DW	\$548	18-months collect & return
MFC-J6910DW	\$628	18-months collect & return

<u>Ink Cartridges (High-yield)</u>	<u>Price</u>	<u>Page Yield*</u>
LC73BK	\$32	600 pages
LC73C/M/Y	\$19 each	600 pages

<u>Ink Cartridges (Super High-yield)</u>	<u>Price</u>	
LC73XL-BK	\$59	2400 pages
LC73XL-C/M/Y	\$29 each	1200 pages

*\*Approximate cartridge yield is declared in accordance with ISO/IEC 24711*

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 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 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](http://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.

### Media Contact:

Jacqueline Chan / Daen Ng

Vibes Communications Pte Ltd

Phone: (65) 6737 8883

Fax : (65) 6737 9010

Email: [jacqueline@vibescomm.com.sg](mailto:jacqueline@vibescomm.com.sg) / [daen@vibescomm.com.sg](mailto:daen@vibescomm.com.sg)