

MEDIA RELEASE

Brother Unveils New Compact Mono Laser Printers Ideal for Both Home Users & Small Office Home Office Consumers

Latest HL-2100 series provides faster laser printing with HL-2170W for wireless networked connectivity ideal for SOHO users



HL-2140



HL-2170W

Singapore (18th January 2008) -- Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, unveils its new compact monochrome laser printers: HL-2140 and HL-2170W. Stylish looking and compact, these models offer exceptional print speeds of up to 22 pages per minute (ppm) and specifically designed to meet the needs of home consumers (HL-2140) and small office home office users (HL-2170W with wireless connectivity) respectively.

"Listening to the market's needs, we developed HL-2140 for home users and HL-2170W for the modern business ensuring we encompass speed, flexibility, connectivity and efficiency into the units. As small businesses operate in a fast-paced environment, often competing against larger companies, it is crucial we offer them functionalities that will give them an added boost. Home users also have specific printing needs and HL-2140 is the perfect choice for them." Speed, cost-efficiency and quality as well as compatibility with all platforms are key factors that are considered when procuring a laser printer. These factors, when managed properly, can be translated into long-term savings and efficiency for both target groups," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.



Recognising these factors and relying on its print engine technology, Brother introduces new monochrome laser printers HL-2140 and HL-2170W. These latest releases produce quality printouts fast and flexible enough to be used by workgroups using different platforms and applications.

HL-2140: The Ideal Mono Laser Printer for Your Home

The HL-2140 produces quality black and white printouts at a speed of 22 pages per minute (ppm) with a resolution of up to 2,400 x 600 dpi. Fully compatible with both Windows and Macintosh operating systems, this printer provides seamless interface between virtually all modern business machines. It comes with a separate toner and drum, as well as a 250-sheet input tray and can be increased with a 100-sheet output tray. A compact and space-saving printer that measures 368mm (W) x 361mm (D) x 170.5mm (H), it weighs only 5.8kg that requires minimal space to place the printer. The fast, reliable and cost-efficient HL-2140 meets every home printing requirement from important documents, email printouts to school lecture notes.

HL-2170W: The Ultimate Wireless Laser Printer for Your Business Needs

Designed to handle fast-paced demands of multiple users of modern businesses, the HL-2170W allows convenient wireless printing via Ethernet 10/100 or wireless LAN or through wired networked connectivity including the conventional USB 2.0. With wireless printing capability in the small office or home office, the HL-2170W gives users the flexibility to place the printer without the hassle of wires getting into the way. Its onboard 32MB memory makes large printing jobs incredibly easy and hassle-free. This compact laser printer fits snugly on a desk.

Pricing, Availability, Warranty and Support

HL-2140 is priced at **S\$198** while HL-2170W costs **S\$398** inclusive of 7% GST. They both carry a three-year carry-in warranty. Both models come with a set of full standard toner cartridges. Future purchases cost: **S\$55** (standard yield - 1,500 A4/LTR pages) and **S\$80** (high-yield - 2,600 A4/LTR pages) black toner cartridge.

They can be purchased through Brother International Singapore authorised resellers and superstores and is supported by the Brother customer service centre, located at the ground level of Gateway East at Beach Road. It opens from Mondays to Fridays, from 9am to 9pm, and Saturdays, from 9am to 3pm.

Key Product Specifications and Comparison Chart
HL-2140 and HL-2170W

	Models	HL-2140	HL-2170W
Engine	Print Speed	Up to 22ppm (A4)	
	Print Resolution	Up to 2,400 x 600 dpi (HQ1,200)	
	First Print Time ¹	Less than 10 sec	
Controller	Processor	181MHz	
	Memory	8MB	32MB
	Emulation	GDI	PCL6
	Network Protocol		IPv4, IPv6, LLTD
	Wireless Network Security		WEP (62/128), WPA-PSK (TKIP), WPA2-PSK (AES), LEAP
	Wireless Easy Setup		Secured Easy Setup, WPS, AOSS
	Email Notification		Available
	Network Management Tool		BRAadmin Professional 3.0, Web BRAadmin, Web Based Management, BRAadmin Light
	Resident Fonts		PCL: 49 Scalable fonts, 12 bitmap fonts, 11 bar codes
Control Panel	LED Display	4 LED Displays – Toner, Drum, Error & Go	
	Buttons	1 GO Button	
Paper Handling	Input Capacity	Up to 250-sheet tray	
	Output Capacity	Up to 100-sheet tray	
Media Specifications	Media Type	Plain Paper, Bond Paper, Recycled Paper, Envelopes, Labels, Transparencies	
	Media Sizes	A4, Letter, B5 (ISO, JIS), A5, B6 (ISO), A6, Exe, Legal, Folio	
Printer Drivers	For Windows®	Windows® Vista™ / XP / Server 2003® / 2000	
	For Macintosh®	Brother Laser Driver for Mac OS® X 10.2.4 or greater	
	For Linux	GDI Printer Driver for Linux	
Page Layout	N in 1 Printing	Compress 2, 4, 9, 16, 25 pages into 1 page	
	Poster Printing	Enlarge 1 page to print over 4, 9, 16, 25 pages	
Interface	Interface	Full-Speed USB 2.0	
	Optional Network		Ethernet 10/100Base-TX Wireless LAN IEEE 802.11b/g
	Dimensions & Weight	368mm (W) x 361mm (D) x 170.5mm (H), 5.8kg	
Consumables	Toner:		
	* Standard (TN-2130)	1,500 A4/LTR pages	
	* High Yield (TN-2150)	2,600 A4/LTR pages	
	Drum (DR-2125)	12,000 A4/LTR pages	

¹ From standard paper tray



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.

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