

MEDIA RELEASE

Brother Introduces Compact Mono Laser Printer For the Networked SOHO

Improved Monochrome Laser Printer Designed to Allow Small Office and Home Office (SOHO) Users to Stay Connected and Enjoy Flexibility at All Times



Singapore (18th January 2008) -- Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, introduces HL-2150N, an exceptionally stylish looking and improved monochrome laser printer for the wired networked office designed with enhanced features. The HL-2150N, launched in addition to Brother's HL-2140 and HL-2170W, is the ideal printer that keeps workgroups connected at all times because of its integrated network capability.

"In today's business environment, there are two things that small offices or business start-ups should critically face during the early stages: connectivity and flexibility. Connectivity keeps the entire organisation, no matter how small, united and one. It is imperative to be connected internally at all times before an organisation could even go out there and compete with large firms," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.

Watanabe added, "Flexibility, on the other hand, is a primary requirement because it spells how one can adapt in an environment where everything is fast-paced and constantly changing. The business is dynamic – having new challenges surface everyday. It is important to face them and be able to keep up in order to remain competitive."

Recognising these challenges and capitalising on its print engine technology, Brother adds HL-2150N with network capability under its HL-2100 series of monochrome laser printers: HL-2140 and HL-2170W. The HL-2150N produces quality black and white printouts fast. It is flexible enough to be used by workgroups utilising PC and Mac platforms or applications.



HL-2150N: Designed for Wired Network SOHOs

The HL-2150N boasts of its integrated network capabilities, which is ideal for multiple computer terminals in SOHOs. Not only is it cross-platform compatible with Windows and Mac, but it can also be connected via full speed USB 2.0 port and Ethernet, 10/100 BASE-TX connections for that much needed flexibility. It prints up to 22 A4-sized pages per minute (ppm) with a resolution of up to aHQ1200dpi. Space-wise, the HL-2150N fits snugly on a desk having a dimension of 368mm (W) x 361mm (D) x 170.5mm (H) and weighs only 5.8kg.

Pricing, Availability, Warranty and Support

HL-2150N is priced at **S\$298** inclusive of 7% GST. HL-2140N carries a three-year carry-in warranty. It comes with one full standard toner cartridge that can print 1,500 pages. The standard toner cartridge costs **S\$78** (1,500 A4/LTR pages) and **S\$138** for the high-yield black toner cartridge (2,600 A4/LTR pages).

HL-2150N can be purchased through Brother International Singapore authorised corporate resellers and superstores 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 Saturdays, from 9am to 3pm.

Key Product Specifications

GENERAL		HL-2150N
Technology		Electrophotographic
Print Speed	A4	Up to 22ppm (A4)
	Letter	
First Print Time		Less than 10 sec
Resolution	Windows 2000 / XP / Vista	HQ1,200, 600 dpi, 300 dpi
	Mas OS	HQ1,200, 600 dpi, 300 dpi
	Linux	600 dpi, 300 dpi
CONTROLLER		
Processor		181 MHz
Memory	Standard	16 MB
Interface		Full Speed USB 2.0, Ethernet 10/100BASE-TX

Network Protocols	IPv4	ARP, RARP, BOOTP, DHCP, APIPA(Auto IP), WINS/NetBIOS name resolution, DNS resolver, mDNS, LLNMR responder, LPR/LPD, Custom Raw Port/Port 9100, IPP, FTP, Server, POP before SMTP, SMTP AUTH, APOP, TELNET, SNMPv1, HTTP Server, TFTP Client and Server, SMTP Client, ICMP
	IPv6	NDP, RA, DNS resolver, mDNS, LLNMR responder, LPR/LPD, Custom Raw Port/Port 9100, IPP, FTP Server, POP before SMTP, SMTP AUTH, APOP, TELNET, SNMPv1, HTTP Server, TFTP Client and Server, SMTP Client, ICMPv6
	LLTD	Available
E-mail Notification		Available
Network Management Tool		BRAdmin Professional 3.0, Web BRAdmin, Web Based Management, BRAdmin Light
Resident Fonts		PCL: 49 scalable fonts, 12 bitmap fonts, 11 bar codes
SOFTWARE		
Printer Driver	For Windows	PCL Driver for Windows 2000 Professional/XP Home Edition/XP Professional x64 Edition/Server 2003/Server 2003x64 Edition/Vista
	For Macintosh	Brother Laser Driver for Mac OS X 10.2.4 or greater
	For Linux	Linux driver for CUPS/LPD/LPRng printing system
CONTROL PANEL		
LED		Toner (Yellow/Drum (Yellow)/ Error (Red)/ Go (Blue) 4 LED
Button		Go
PAPER HANDLING		
Paper Input	Paper Tray (Standard)	250 Sheets
	Manual Feed Slot	1 Sheet
Paper Output	Face Down	100 Sheets
	Face Up	1 Sheet
Duplex	Manual Duplex	Yes
MEDIA SPECIFICATIONS		
Media Types	Manual Feed Slot	Plain Paper, Bond Paper, Recycled Paper, Envelopes, Labels, Transparencies
Media Weights	Manual Feed Slot	60-163 g/m2 (16-43 lb)
	Paper Tray	60-105 g/m2 (16-28 lb)
Media Sizes	Manual Feed Slot	Width 76.2 to 220mm, Length 116 to 406.4 mm (Width 3.0" to 8.66", Length 4.57" to 16")
	Paper Tray (Standard)	A4, Letter, B5 (ISO, JIS), A5, B6 (ISO), A6, Exe, Legal, Folio
PRINTER DRIVER FUNTIIONS		
Page Layout	N-up Printing	2, 4, 9, 16, 25 in 1 page
	Poster Printing	1 in 4, 9, 16, 25
	Watermark Printing	Yes
	Quick Print Setup	Yes
	Status Monitor	Yes
	Secure Print	N/A

SUPPLIES		
Toner	Standard (TN-2130)	Approx. 1,500 A4/LTR pages @5% coverage and ISO 19752
	High Yield (TN-2150)	Approx. 2,600 A4/LTR pages @5% coverage and ISO 19752
	Drum (DR-2125)	Approx. 12,000 A4/LTR pages (1 page/job)
OTHERS		
Power Consumption	Printing	Average 460W at 25c
	Standby	Average 80W at 25c
	Sleep	Average 5W at 25c
Noise Level	Sound Pressure (Printing)	LPAm = 51 dB (A)
	(Standby)	LPAm = 30 dB (A)
	Sound Power (Printing)	LWAd = 6.7 B (A)
	(Standby)	LWAd = 4.5 B (A)
Ecology	Power Saving	Yes
	Toner Saving	Yes

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 India, 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.

Media Contact: **Tan Jing Jun**
 Brother International Singapore Pte Ltd
 Phone: (65) 64280723
 Email: jingjun.tan@brother.com.sg