

MEDIA RELEASE

Brother Unveils Its Latest Inkjet MFC With Wireless Connectivity and Widescreen Colour LCD

The latest MFC-685CW with 3.3" widescreen colour LCD screen and wireless connectivity for the networked home and office environment



Singapore (25th January 2008) -- Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, unveils its latest MFC-685CW, a 9-in-1 wireless colour inkjet Multi-Function Centre (MFC) designed to revolutionise home office printing. This compact wonder has a 3.3" widescreen colour LCD and a host of valuable features such as greater ease of use, "before and after" photo edit viewing and fax previewing that eliminates printing of junk fax messages.

Ideal for home office users, MFC-685CW has a print speed of up to 30 pages per minute (ppm) for monochrome printing and 25 ppm for colour printing. Space and budget constraints are no longer issues to deal with because it is compact and it comes with a cost-saving cartridge technology.

"The consumer electronics market is a challenging market to compete in as the products are constantly evolving – with wireless connectivity as one of the latest technologies in this spectrum. We are proud to say that we have met this challenge by infusing wireless connectivity into our products and making sure that we stay competitive in the arena. The latest MFC-685CW is a testament to this. As market leader for introducing one of industry's first widescreen colour LCD screen found in an inkjet MFC, we feel the need to revolutionise and challenge ourselves every time," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.

This new model boasts of wireless or wired connectivity that makes the sharing of printing, scanning, PC faxing and media card access for multiple users within a network possible.

The Flexibility of Wireless and Wired Connectivity

The MFC-685CW allows multiple users to be connected in a networked environment with either its built-in Ethernet interface or wireless interface (802.11b/g) without the need to connect to computers via cables.

It has a SecureEasySetup™ that automatically configures the network and security settings with a wireless router supporting this technology. Because of this, it gives users connectivity with an almost plug-and-play simplicity.

Widescreen Colour LCD

Capitalising on its print engine technology, Brother is one of the first colour inkjet MFC manufacturer to add widescreen colour LCDs to selected models of its colour inkjet series. The MFC-685CW has a 3.3" colour display. It enhances photos from a digital camera card or USB flash drive directly on the colour LCD screen. The "Fax Preview" allows viewing of incoming messages before printing or deleting them, thereby eliminating paper wastage.

Users can enhance a subject's skin tone, adjust scenery colours, remove red eye, convert coloured photos to monochrome and sepia. All these functions allow users to see the images before and after editing. They can also crop images and view a slideshow of pictures on the media card via the LCD screen.

Digital Answering Machine Function

With an integrated handset, the MFC-685CW has a digital answering machine function that can handle about 58 messages with an average duration of 30 seconds. Faxing, on the other hand, is run by its 14.4kbps modem. It can store up to 400 faxes in its printer memory if it runs out of paper.

Brother's Innobella™ Printing Technology

The new MFC-685CW 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 first print to the succeeding reproductions. Its four-cartridge ink system requires replacement of colour that runs out – and not the entire cartridge. The LC-57 series of Innobella™ inks have 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

MFC-685CW is priced at **S\$468** inclusive of 7% GST. It comes with a three-year carry-in warranty and a set of 4-ink cartridges. Future purchases for black cartridge cost **S\$32** and **S\$18** each for colour cartridges (Cyan, Magenta and Yellow).

The new MFC-685CW can be purchased through selected authorised Brother International Singapore resellers listed at www.brother.com.sg 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 Saturdays, from 9am to 3pm.

Key Product Specifications

MFC-685CW

	MFC-685CW
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 210 locations
Speed Dial Locations	Up to 160 locations
PHOTOCAPTURE CENTRE	
LCD display	Wide 3.3" 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	Corded
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)	8.5 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.

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