

Brother Launches Compact & Innovatively Designed Inkjet Model with A3 Print Capability

MFC-J2310 InkBenefit delivers low cost per page, faster prints with A3 print capabilities in a compact design, for consumers, SOHO and SMBs

Singapore, 25 March 2013 – [Brother International Singapore](#), a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, has launched its innovatively designed new inkjet Multi-Function Centre, **MFC-J2310 InkBenefit**. This exciting new model is aimed at home users, as well as small and home office (SOHO) and small and medium-sized businesses (SMBs).

The Brother MFC-J2310 InkBenefit represents both style and substance, and features a radical design with bold, curved edges. The new model’s contemporary and sleek design not only sports an intuitive 1.8-inch touchscreen colour LCD display, but is also capable of printing up to A3 sizes, automated two-side printing for A4 documents, and has wired and wireless functionalities for cloud and mobile printing with Brother’s [iPrint&Scan](#) app, [Airprint](#) and [Google Cloud](#).



“Our new inkjet model is packed with features to support home users, SOHO and SMBs, including impressive print speeds, A3 capability, low printing costs, cloud compatibility, and Low Energy Standby technology,” said Mr Nigel Lee, Country Manager, Brother International Singapore Pte Ltd. “This multifunction centre boasts the smallest footprint from Brother, and looks as good on the outside as it performs on the inside.”

The Brother MFC-J2310 InkBenefit also boasts Brother’s smallest inkjet footprint to date with a dimension of 480mm by 290mm by 163mm (width x depth x height). To achieve this, Brother developed its Landscape Printing Technology that changes how a page is stored and printed – from portrait to landscape, thereby reducing the machine’s footprint. Brother’s engineers also developed a new engine and increased the size of the print head to achieve increased print speeds of up to 18 monochrome and 16 colour pages per minute.



In addition, Brother's MFC-J2310 InkBenefit is able to utilise Brother's high-yield or super high-yield ink cartridges, which boasts an approximately 600 and 1,200 page yield¹ respectively. This benefit enables users to enjoy savings as a result of lower cost per page.

The MFC-J2310 InkBenefit also showcases Brother's new power saving technology: "Low Energy Standby", offering approximately 0.04 watt power consumption in off mode (when power is turned off but the machine remains plugged in), making it Brother's most energy efficient inkjet all-in-one. The "Low Energy Standby" technology will also be the future standard of Brother product.

Brother's MFC-J2310 InkBenefit is available from **28 March 2013**, and is priced at **SG\$298** (inclusive of 7% GST). For more information about Brother, visit <http://www.brother.com.sg>.

Pricing, Availability, Warranty and Support*

MFC-J2310 InkBenefit

Recommended Sales Price (RSP): SG\$298 - including GST

Warranty: 3-year carry-in

Consumables Pricing:

Models	Black		Colour	
	LC567XLBK Super High Yield	LC563BK High Yield	LC565XLC/M/Y Super High Yield	LC563C/M/Y High Yield
SRP	SG\$30.00	SG\$19.00	SG\$22.00	SG\$15.00
Yield	1,200	600	1,200	600

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 from Mondays to Fridays, from 9.00am to 7.00pm, and on Saturdays, from 9.00am to 3.00pm, closed on Sunday and Public Holidays.

*All prices are inclusive of the prevailing taxes.

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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 1800-BROTHER (1800 – 276 8437) 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.

¹ Approximate cartridge yield is declared in accordance with ISO/IEC 24711



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.

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