



Brother Launches MFC-J2720 InkBenefit With A3 Print Capability and Multiple Functionalities

*Sleek and fast Multi-Function Centre boasts of ink and time-saving functions
for SOHOs and SMBs*

Singapore, 16 September 2014 – [Brother International Singapore](#), a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has launched the MFC-J2720 InkBenefit Multi-Function Centre with A3 print capability aimed at home offices (SOHO) and small businesses.

The MFC-J2720 InkBenefit model offers multiple functionalities tailored for business usage while keeping prices affordable. It gives businesses both outstanding value and the benefit of work productivity.

Developed with business users in mind, the new inkjet Multi-Function Centre packs a myriad of essential business features in small footprint. Its A3 print capability allows users to print detailed spreadsheet, precise blueprints and stunning photographs in impactful A3 format. In addition, it boasts of fast print speeds of up to 20 (colour) and 22 (mono) pages per minute (ppm).¹

It also enables users to print images directly from digital camera, media cards and USB memory stick without needing to turn on the PC, and supports mobile and cloud printing. These features boost work productivity, giving users more time to get on with more important tasks at work.

The flagship model, MFC-J2720 InkBenefit, showcases time-saving functions such as automatic two-sided scanning and faxing up to A4, and up to 50-sheet automatic document

¹ Based on ISO/IEC 24734

feeder. It also introduces a multi-purpose tray that handles up to 80 sheets in A4, or 5 sheets in A3. Together with its dual trays that offer 500-sheet capacity for paper up to A3 size, switching between printing envelopes, labels and paper of varied thickness and size is a breeze. This superior paper handling capability cuts down the hassle of frequent paper reloading and provides greater versatility to users.

The MFC-J2720 is designed for bigger savings, helping users save on paper costs with its automatic two-sided printing capability. The range also offers the option of affordable 2,400² page-yield InkBenefit cartridges, so that users enjoy low running cost. Its individual ink cartridge system, which requires only colour replacement and its “Ink Save Mode” help avoid unnecessary ink wastage.

“This new range delivers higher productivity to businesses on so many levels. Efficient, affordable and versatile, it is designed to suit a variety of business needs,” says Mr. Shinji Tada, Managing Director, ASEAN, Brother International Singapore. “We understand that practical functionality is important to our customers when it comes to printing. Besides a good range of business features, we offer users greater flexibility when printing in different paper sizes. Its sleek design also means the new MFC-J2720 is compact enough to fit on most office desks.”

Environmentally friendly

The new MFC-J2720 features Low Energy Standby, with 0.04 watt power consumption in Power Off mode (when the power is off but the machine remains plugged in).

For more information, please visit <http://www.brotherearth.com/en/story/standby.html>

² Refers to black ink. Colour ink: 1,200 page-yield. Approximate cartridge yield declared in accordance with ISO/IEC 24711

Pricing, Availability, Warranty and Support

The new MFC-J2720 is priced competitively and is covered by Brother's trusted service and warranty. It will be available from authorised dealers from **end October 2014**.

MFC-J2720 InkBenefit	
<p>RSP: S\$438</p> 	<ul style="list-style-type: none">• Up to A3 Print• Up to A4 Scan, Copy, Fax• Up to 22/20ipm*• Auto 2-Sided Print / Scan / Fax• 3.7" Touchscreen LCD• 33.6 Kbps Fax• Multi-Purpose Tray (Up to 80-sheet in A4, or 5-sheet in A3)• Up to 250-Sheet Standard Tray• Up to 250-Sheet Lower Tray• Up to 50-Sheet Automatic Document Feeder• Wired/Wireless LAN• PictBridge / USB Flash / Media Card Slot**• Mobile Print• Web Connectivity• Brother's Apps

* Based on ISO/IEC 24734. For more information, please refer to www.brother.com/rd/printspeed

** Acceptable media cards include Memory Stick Duo, Pro Duo, Micro (need adaptor), SD Memory Card, SDHC Memory Card, SDXC Memory Card, MultiMedia Card, MultiMedia Card Plus, MultiMedia Card Mobile (need adaptor)

Price is inclusive of the prevailing taxes and include a two-year on-site warranty. These machines can be purchased through Brother International Singapore's authorised resellers and superstores and are supported by Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. It is open Mondays to Fridays, from 9.00am to 7.00pm, and on Saturdays, from 9.00am to 3.00pm. For more information about Brother, visit <http://www.brother.com.sg>

ENDS

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. For more information on Brother International Singapore and its products, please call +65 1800-276 8437 or visit www.brother.com.sg. Brother will always be “At your side” now and into the future.

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Working with you for a better environment
www.brotherearth.com

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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