

The New Brother Mono Laser Series That Means Business

Singapore, 22 March 2016 – Brother International, a leader in business IT peripherals that focuses on the ‘Customer-First’ approach, has launched an all-new mono laser series that delivers high reliability, value and productivity for businesses. Designed in Japan, the five models in the new range comprise three mono laser printers and two Multi-Function Centres serving high print volume office environments.

“The new mono laser series offers reliable performance that Brother is known for, coupled with significant innovations to meet the expectations of a modern workplace,” says **Mr. Shinji Tada, Managing Director, ASEAN, Brother International Singapore**. “Businesses are looking for user-friendly, cost-efficient solutions with outstanding high-volume, quality output that can scale as they grow. These Brother laser printers and Multi-Function Centres provide an excellent combination of dependability, versatility and security to meet office needs.”

Brother has enhanced the new series significantly based on customer feedback, achieving several firsts in the process. This family is the first mono laser range by Brother to print at up to 50 pages per minute (ppm)¹. This is also the first Brother mono laser series to feature a new heavy duty Automatic Document Feeder with an 80-sheet capacity, a 60% improvement over the previous series². Maximum input capacity has improved by 150% to a maximum paper input of 2,650 pages³, another ‘first’, while the dual CIS supports 100 images per minute (ipm) scanner² is another new introduction.

Better total cost of ownership (TCO)

Brother’s latest mono laser family is built for high efficiency and cost effectiveness. The laser printers and Multi-Function Centres support monthly print cycles of up to 150,000 pages per month³, while an ultra high-yield toner³ enables up to 20,000[^] printed pages with cost savings in mind. Compared to the previous mono laser range, the new family has raised maximum paper output capacity by 600%, and expanded toner yield by 66% for vastly improved TCO.

Superior productivity and ease of use

Productivity is a key feature of the new series. High volume print jobs are easily managed, without the need for frequent paper reloads. The default paper tray can hold up to 520 sheets², and optional upgrades of either two additional paper trays or a tower tray provide businesses with a total input capacity of as many as 2,080 sheets³. A 4-bin Mailbox* with stacker and sorter makes even easier to share a printer as bins can be assigned to individual users or groups.

Simplify business operations

The new models are easily managed over the network with Brother’s BRAdmin Professional Software. This software includes a suite of security solutions to ensure that documents remain confidential. It is also a network management tool that supports remote configurations and the monitoring of useful information such as page count, toner and drum status. Print costs can be controlled better with the option of setting print quotas for users, while instant notification of printer downtime lets customers attend to the problem quickly.

Customised workflow solutions

As each business is unique and may operate under unpredictable conditions, Brother has developed flexible workflow solutions that can be customised if required. Brother Special Solutions Customisation (SSC) enables Brother to collaborate with a business on modifying Brother products for specific business needs. The Brother Solutions Interface (BSI**), a web-based service platform aims to improve customers' productivity and efficiency by allowing software developers to create custom solutions easily.

Mobile convenience

Brother also supports the convenient integration of mobile devices*** into the workflow. Brother iPrint&Scan, Apple AirPrint® and Google Cloud Print™ enable users to print directly from their mobile devices. JPEG and PDF documents can be printed, while faxes and copies can be previewed. Apple products can also save documents to iCloud.

Buyers Laboratory (BLI), a widely-respected testing and resource company, has evaluated several of the new Brother models. BLI noted the significant business value of the new machines: "The Brother models offer competitive to lower than average cost of ownership," states Marlene Orr, BLI's Director, Office Equipment Product Analysis.

BLI recognised the machines' reliability, particularly in high-volume printing. "Even during peak periods, users won't see any noticeable slowdowns in output speeds," says Orr. She also notes the ease of use: "The smartphone-like interface on the Touchscreen models reduces the learning curve, and NFC connectivity eliminates guesswork for mobile printing, offers badge authentication, and a quick link to troubleshooting information." In addition, BLI pointed to robust scan features that boost worker productivity, and simple affordable sharing of content and collaboration in the cloud with Brother WebConnect†.

Brother's new mono laser series will be available from the 22 March 2016 at the following prices. All prices are inclusive of the prevailing taxes and include a 3-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 10 Eunos Road 8, #14-01/02 Singapore Post Centre, Singapore 408600. It is open Mondays to Fridays, from 9am to 6pm, and on Saturdays, from 9am to 1pm.

For more information about Brother, visit <http://www.brother.com.sg>.

^ Applicable for TN-3498, in accordance with ISO/IEC 19752

1 – Applicable for HL-L6200DW, HL-L6400DW and MFC-L6900DW

2 – Applicable only to MFC-L6900DW

3 – Applicable to HL-L6400DW and MFC-L6900DW

* Applicable to HL-L6400DW only

** Applicable to the HL-L6400DW, MFC-L5700DDN and MFC-L6900DW only

*** Applicable for the HL-L5100DN, HL-L6200DW and MFC-L5700DN only

† Brother WebConnect requires an Internet connection and an account with desired service

RANGE OVERVIEW

Introducing the models in Brother's latest mono laser series:

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| <p>HL- L5100DN RSP: S\$588 Availability: 22 March 2016</p>  | <ul style="list-style-type: none"> • 40/42 ppm (A4/letter) print speed • Up to A4 automatic 2-sided printing • Default input tray accepts up to 250 sheets • LAN connectivity • 16 characters x 1 line display • Flexible paper handling with manual bypass slot |
| <p>HL-L6200DW RSP: S\$788 Availability: 22 March 2016</p>  | <ul style="list-style-type: none"> • 50/52 ppm (A4/letter) print speed • Up to A4 automatic 2-sided printing • Default input tray accepts up to 520 sheets • Wireless network connectivity • 16 characters x 1 line display • Flexible paper handling with manual bypass slot |
| <p>HL-L6400DW RSP: S\$888 Availability: 22 March 2016</p>  | <ul style="list-style-type: none"> • 50/52 ppm (A4/letter) print speed • Up to A4 automatic 2-sided printing • Default input tray accepts up to 520 sheets • NFC and Wireless network connectivity • Large 4.5cm TFT colour LCD display • Flexible paper handling with manual bypass slot |

MFC-L5700DN

RSP: S\$888

Availability: 22 March 2016



- 40/42 ppm (A4/letter) print speed
- Up to A4 automatic 2-sided printing
- Default input tray accepts up to 250 sheets
- Automatic Document Feeder for easy multi-paged copy, scan and fax (50 sheets)
- LAN connectivity
- Large 9.3cm TFT colour LCD display
- Flexible paper handling with manual bypass slot

MFC-L6900DW

RSP: S\$1388

Availability: 22 March 2016



- 50/52 ppm (A4/letter) print speed
- Up to A4 automatic 2-sided printing
- Default input tray accepts up to 520 sheets
- Dual CIS Automatic Document Feeder for easy multi-paged copy, scan and fax (80 sheets)
- NFC and Wireless network connectivity
- Large 12.3cm TFT colour LCD display
- Flexible paper handling with manual bypass slot

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 6538 3998 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.



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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