



PRESS RELEASE

Brother Introduces New Professional Business Laser Fax Range for Singapore

Heavy duty fax users can now enjoy increased efficiency, productivity and convenience

Singapore, 2 August 2012 – Brother International Singapore, a leader in small business printing solutions, has launched two new products for its laser multi-function centre (MFC) and business laser fax range - the MFC-7290, a laser MFC, and the FAX-2840, a business laser fax device. The new devices are part of Brother's mission to meet customer requirements with high-quality products and services that provide superior value and reliability.

As a core addition to Brother's wide portfolio for printers and MFCs, the devices combine reliability with increased efficiency, productivity and convenience, while providing reduced risk for data loss.

"Brother has always aspired to create value while allowing customers to innovate with everyday products that they use, whether at home or in the office," said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd. "Our updated laser MFC and laser fax devices help answer the complex needs of customers requires robust technology for a competitive edge, whether at home or in the workplace."

Remaining convenient, efficient and productive

Heavy users of fax functions will experience great benefits from the new devices including a faster transmission speed of 33.6kbps for fax and a 500-page fax in memory. Security access is also addressed with the Memory Security feature, which makes sending and receipt of faxes, copying, printing and scanning available only to authorized users.

This will allow users to be more efficient and productive, without ever having to worry about confidential faxes falling into the wrong hands or missing a fax. Users can now print documents in higher quality, with 2,400 x 600 dpi resolution from the FAX-2840. This is coupled with upgraded print speeds of up to 20 pages per minute (ppm) for the FAX-2840 and 24ppm for the MFC-7290, ensuring that users can print faster and more efficiently.

The new devices also have two key features that help ensure convenience for every user. The 20-sheet Automated Document Feeder (ADF) allows for the easy transmission of proposals, contracts or documents with smooth multiple page document faxing, while reducing the hassle of manual feeding.

A back-up clock also ensures that the impact of power failures will be minimized, with a built-in battery which backs up and maintains program data for up to six hours.

Boosting savings for print resources

Multi-function devices, with the ability to print, scan, copy and fax, enable users to access extensive savings for both space and resources, eliminating the hassle of maintaining multiple devices.

Added savings come in the form of reduced running costs with toner save mode, and the availability of standard and high yield toner cartridges. Another added feature is PC Fax, allows users to send and receive faxes without ever having to print the hard copy document before sending a fax.

Pricing, Availability, Warranty and Support*

<u>Model</u>	<u>Price</u>	<u>Warranty</u>
MFC-7290	S\$378	3 year on-site
FAX-2840	S\$268	3 year on-site

The devices can be purchased through Brother International Singapore 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 9am to 9pm, and on Saturdays, from 9am to 3pm, 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.

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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