

PRESS RELEASE

Brother Reinvents Printing and Innovative Design with Launch of Multi-Function Centre MFC-J2510 InkBenefit in Singapore

Brother's sleekest, smallest and fastest inkjet Multi-Function Centre in its class that boasts ink savings, faster prints with A3 print capabilities for consumers, SOHO and SMBs

Singapore, 30 October 2012 – [Brother International Singapore](#), a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, introduces the **MFC-J2510 InkBenefit**. The new inkjet MFC is tailored for personal use, small or home office (SOHO) and small and medium-sized businesses (SMBs).

The Brother MFC-J2510 InkBenefit features bold, curved edges, black and white styling and a gloss finish, giving it an evolutionary appearance with a rich 3.7-inch touchscreen interface. The new model's contemporary look is supported by exceptional functionality, providing users with copy, fax, scan and print capability in one compact size. It caters for automatic two-sided printing and can print up to A3 sizes. The device supports wired and wireless networking, and also features both web and mobile connectivity with a range of cloud printing and scanning features like [Airprint](#) and [Google Cloud](#).



“The new MFC-J2510 InkBenefit is the ultimate culmination of style and substance. Not only is it flexible and compact, it also marks an evolution in Brother’s Inkjet Multi-Function Centre line-up,” said Mr Nigel Lee, Country Manager, Brother International Singapore Pte Ltd. “The innovative design of the inkjet MFC also boasts revolutionary technology as the first model from Brother to utilise landscape printing, and we believe that the ink savings from the device will revolutionise the way that our users print at home and in the office.”

MFC-J2510 InkBenefit feeds and prints documents in a landscape format, rather than a traditional portrait format. Print speed has also been increased through a new, larger horizontal print head, which features 1,680 nozzles while maintaining high print quality. It is also Brother’s fastest inkjet model with a print speed of up to 20 monochrome and 18 colour pages per minute



(based on ISO/IEC 24734). In addition, MFC-J2510 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 allows users to enjoy more affordable printing as a result of lower cost per page.

The MFC-J2510 InkBenefit also showcases Brother's newest power saving technology, "Low Energy Standby", offering the lowest power consumption with approximately 0.04 watt power consumption in off mode (when power is off but the machine remains plugged in). To date, it is Brother's most energy efficient MFC inkjet printer. The "Low Energy Standby" technology will also be the future standard of Brother products.

Brother's MFC-J2510 InkBenefit is available from 1 November 2012 and is priced at SG\$398 (inclusive of 7% GST). For more information about Brother, visit <http://www.brother.com.sg>.

Pricing, Availability, Warranty and Support*

MFC-J2510 InkBenefit

Recommended Sales Price (RSP): SG\$398 - 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.

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



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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