



PRESS RELEASE

Brother Introduces New Laser Range Catered Towards Small-Medium Business Owners and Corporate Users

The new and improved high-performance models deliver superb-quality prints at faster speed and lower power consumption, while keeping the costs low and affordable

Singapore, 2 August 2012 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, introduces six enhanced models – **HL-6180DW, HL-5470DW, HL-5450DN, HL-5440D, MFC-8910DW, MFC-8510DN** – to its existing line-up. The new range of mono-laser printers / Multi-Function Centres is tailored to meet the daily needs of small-medium businesses and large corporations for high-quality, reliable and cost-effective prints. Apart from a range of improved features, users can also expect faster prints as Brother’s enhanced professional laser series now boasts the fastest printing speed in its class.

“With the ability to print up to 40ppm, and other new exciting features such as Mobile Printing (in selected models), Brother is proud that our mono-laser printers and Multi-Function Centres are one of the most all-rounded printing partners any business can depend on,” said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd.

To push convenience even further, Brother has also enabled Mobile Print in all the new models (except HL-5440D). With Mobile Print, consumers will now be able to print anytime, anywhere from their desktops to their mobile internet devices such as their Apple or Android smartphones. The driverless printing supports various platforms, such as the Google Cloud Print, Apple Air-Print and Wi-Fi Direct (applicable for wireless models only).

Other key features available in this range include:

- Automatic two-sided printing, copying, scanning and faxing allows for cost, paper and time savings (only for MFC-8910DW)
- Standard 500-sheet paper tray that is expandable to 1,050 sheets (only for HL-6180DW)
- Network and wireless connectivity
- Option for super high-yield¹ 12,000² pages toner cartridges
- Strong eco-credential - ENERGY STAR certified

The enhanced professional laser series come with three options of toners – a standard-yield, high-yield or super high-yield¹ cartridges to meet different consumer printing needs. To reduce printing costs, consumers can choose to use the super high-yield¹ toner cartridges which can deliver approximately 12,000² pages of prints.

¹ For selected models

² Approximate page yield is declared in accordance with ISO/IEC 24711



HL-6180DW



HL-5470DW



HL-5450DN



HL-5440D



MFC-8910DW



MFC-8510DN

Pricing, Availability, Warranty and Support*

<u>Model</u>	<u>Price</u>	<u>Warranty</u>
HL-5440D	S\$388	3-year on-site
HL-5450DN	S\$588	3-year on-site
HL-5470DW	S\$688	3-year on-site
HL-6180DW	S\$788	3-year on-site
MFC-8510DN	S\$888	3-year on-site
MFC-8910DW	S\$1088	3-year on-site

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 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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