

**PRESS RELEASE**

## **The World's First A3 Colour Inkjet Multi-Function Centre**

***Brother launches the Professional Series, the first ever range of colour inkjet MFCs with up to A3 print, fax, copy and scan capabilities, perfectly suited for SOHOs and SMBs***



MFC-6490CW

The World's First  
A3 Inkjet MFC



DCP-6690CW



MFC-5490CN



MFC-5890CN

**SINGAPORE, 6<sup>th</sup> November 2008** – Brother International Singapore, a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, strengthens its line of colour inkjet Multi-Function Centres (MFCs) for Small Offices and Home Offices (SOHOs), and Small and Medium-Sized Businesses (SMBs). Its latest “Professional Series” offerings are sleek all-in-ones designed to do more while saving space and costs. Further, this range of MFCs provides the breakthrough innovation to print, fax, copy and scan up to A3 size in a network environment. The new series features four models: the top-of-the-range wireless network A3 MFC – 6-in-1 MFC-6490CW and the 4-in-1 DCP-6690CW, the network-ready 6-in-1 MFC-5890CN with A3 print function, and the network-ready 6-in-1 MFC-5490CN.

Said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd, “Brother has always been a pioneer in anticipating office trends by identifying the specific needs of SOHOs and SMBs, and from there, creating the necessary solutions. With the introduction of our new Professional Series, these revolutionary MFCs offer SOHO and SMB customers a cutting edge in fulfilling their

business needs with all the possible functions in one machine. This new range is built to integrate seamlessly into today's hectic businesses.”

### **Wireless Network MFC-6490CW with A3 capabilities**

The star model in the Professional Series, the MFC-6490CW has the capability to print, fax, copy and scan up to A3 size, perfect for SOHO and SMB customers who are looking for a versatile machine to meet their everyday business needs.

Some benefits and applications made possible by A3 print, fax, copy and scan include:

- ✓ Eye-catching A3 signage
- ✓ Large floor plans and diagrams on a single sheet
- ✓ Attention drawing promotional sales posters with bigger images and bolder text
- ✓ Multiple fold brochures, flyers and marketing collaterals for impressive presentment of products and services
- ✓ Large layout of mind maps and flowcharts for easier viewing. Large replication can also be achieved through A3 copying, scanning or even faxing
- ✓ Large layout of financial data and spreadsheets for easy viewing.
- ✓ Impactful and professionally printed presentation boards, colour business proposals and mock-ups
- ✓ Customisable and professionally printed restaurant menus and info materials for frequent changes of promotional items
- ✓ Double-page copy and scan of up to A4-size magazines, books, and other editorials
- ✓ Faxes up to A3 size via an A3 document glass and Automatic Document Feeder (ADF)

The MFC-6490CW is wireless-network capable, making connectivity to multiple PCs convenient and fuss-free. Printing at a high speed of up to 28ppm in A4-sized colour documents, it can achieve up to 1,200 x 6,000dpi print resolution. It also has a wide 3.3” colour LCD display for easy navigation and preview of colour images before print. Additionally, the Super G3 33.6Kbps fax modem allows fast transmission of faxes in approximately three seconds. With a 50-page ADF and two separate paper trays holding up to 400 sheets, management of paper is hassle-free between different size formats. To help businesses ease the burden of running costs, Brother has further bundled its high-yield Innobella™ ink cartridges, to provide twice the page-yield of standard cartridges.

### **Other Professional Series Highlights**

The other incredible office companions in the Professional Series are DCP-6690CW, MFC-5890CN and MFC-5490CN. In addition to the key functionalities of MFC-6490CW, these models also feature individually unique tools to provide different customers with their ideal choice.

Likewise with MFC-6490CW, DCP-6690CW is able to print, copy and scan up to A3 size. It is both wired and wireless enabled with a 4.2” touch screen LCD display – the widest in the range – with intuitive controls.

The MFC-5890CN also has the ability to print up to A3 size and is equipped with a Super G3 33.6Kbps fax modem. It can be hooked up to a LAN, comes with a 50-page ADF, and has a wide 3.3" colour LCD display. Both DCP-6690CW and MFC-5890CN are also bundled with four separate high-yield Innobella™ ink cartridges.

Lastly, for basic office use, MFC-5490CN prints, faxes, copies and scans up to A4-sized documents. It is developed for small businesses opting for a network-ready all-in-one with Super G3 33.3Kbps fax modem. The MFC-5490CN has a 150-page paper tray for high printing capacity, and is equipped with four standard individual Innobella™ ink cartridges.

### **Summary of Professional Series' Key Basic Feature Functions**

- Network-ready: all models' powerful office tools can be shared over a network with multiple users
- Large capacity paper trays and ADF
- Direct print - USB Flash memory drive and PictBridge™ compatibility
- Fast colour and monochrome output, up to 35ppm monochrome and 28ppm colour
- Brother's PhotoCapture Centre™ for media cards
- Brilliant colour output at up to 1,200 x 6,000dpi
- Four separate Innobella™ ink cartridges (designed so that user only needs to replace the colour that is empty)

### **Pricing and Warranty:**

MFC-6490CW: Price - \$548, Warranty – 18 months "Collect & Return" warranty

DCP-6690CW: Price - \$548, Warranty – 18 months "Collect & Return" warranty

MFC-5890CN: Price - \$448, Warranty – 3 years carry-in warranty

MFC-5490CN: Price - \$348, Warranty – 3 years carry-in warranty

All prices are inclusive of 7% GST. 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 9am to 9pm, and on Saturdays, from 9am to 3pm.

## **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 aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother's 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 and Malaysia, as well as liaison offices in Indonesia and Vietnam. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit [www.brother.com.sg](http://www.brother.com.sg). Brother will always be "At Your Side" now and into the future.

*NOTE: All brand and product names are trademarks or registered trademarks of their respective companies.*

### **Media Contact:**

Tan Jing Jun

Brother International Singapore Pte Ltd

Phone: (65) 64280723

Email: [jingjun.tan@brother.com.sg](mailto:jingjun.tan@brother.com.sg)