



# NEWS

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## **BROTHER® ANNOUNCES AFFORDABLE COLOR WITH NEW LOW-PROFILE COLOR INKJET ALL-IN-ONES**

*Easy-to-use, compact machines offer exceptional value and  
performance for small office environments*

**BRIDGEWATER, N.J. (September 10, 2009)** - Brother International Corporation has announced three new inkjet all-in-ones (MFC-295CN, MFC-495CW, and MFC-795CW from \$99 to \$179\*). These new machines set a new benchmark for providing professional quality printing while utilizing minimal office space thanks to the Brother ink tube delivery system. Using this system, the ink cartridges do not have to be situated above the print head, allowing a lower-profile end product. Each of the new models in the series is among the smallest, feature-rich units available.

“We know that professionals who work in small office and home office environments require a professional quality, feature-rich product even though space is at a premium,” said Brother Senior Marketing Manager for Inkjet Products, Marie Le. “With these new models, users get an easy-to-use machine that not only consolidates printing, scanning, faxing and copying but also has a small footprint. And the features you get for the money make them all an excellent value!”

These new, low-profile products demonstrate Brother’s ongoing commitment to meet the needs of small office and home office users by delivering outstanding value, quality and user-friendly features. Each of the three models offer features to help consumers save on their printing costs, including a four-cartridge ink system and N-in-1 printing (which allows users to print multiple pages at a reduced size on one page). Additionally, the step-up models in the series, the MFC-495CW and MFC-795CW offer an extra ink save mode, allowing users to print only outlines of images. The step-up models also include

features not typically found at their price-points, such as wireless (802.11b/g) and wired (Ethernet) network interfaces.

### **New SOHO Series Models**

New Models: MFC-295CN, MFC-495CW, and MFC-795CW

#### **New MFC-295CN key features:**

- Built-in Ethernet Network Interface
- Up to 33/27 ppm (black/color)\*\*
- Media cards slots & Pictbridge/USB direct interface
- Easy to change front-loading ink cartridges
- 14.4Kbps Fax Modem
- Up to 100 sheet paper capacity
- One Year Express Exchange Limited Warranty
- Available at various national office superstores, retailers, dealers and online resellers in mid-September 2009
- Estimated Street Price: \$99.99\*

#### **New MFC-495CW key features:**

All the features of the MFC-295CN, plus:

- Flexible Wireless & Ethernet network interface
- Widescreen 3.3" Color LCD Display
- Up to 20 sheet Photo Bypass Tray
- Up to 35/28 ppm (black/color)\*\*
- 33.6 kbps Fax / Modem
- Auto-crop mode which allows users to scan multiple documents and save as individual files or pages in one pass
- Ink Save Mode
- Up to 100 sheet paper capacity
- Available in mid-to-late September 2009 at national office superstores as well as other retailers, dealers and online resellers.
- Estimated Street Price: \$129.99\*

#### **New MFC-795CW key features:**

All the features of the MFC-495cw, plus:

- 5" TouchScreen Color LCD Display
- Built-in answering machine
- The MFC-795CW will be available in beginning in mid-to-late October 2009, various office superstores, retailers, dealers, and online resellers shortly after.
- Estimated Street Price: \$179.99\*

## **About Brother**

Brother International Corporation is one of the premier providers of products for the home, home office and office. The U.S. corporate office in Bridgewater, N. J., was established on April 21, 1954 and currently markets many industrial products, home appliances and business products manufactured by its parent company, Brother Industries, Ltd. of Nagoya, Japan. These products include an award-winning line of Multi-Function Center® machines and printers. Brother also provides the number-one line of facsimile machines in the U.S. and is the leader in electronic labeling, with its full line of P-touch® Electronic Labeling Systems. For more information you can visit the Web site at [www.brother.com](http://www.brother.com).

NOTE: All trademarks and registered trademarks referenced herein are the property of their respective companies.

EDITOR'S NOTE: Photography available upon request.

\* Estimated Street Price, prices may vary.

\*\* PPM speed excludes time to complete first page and will vary depending on a variety of factors. See [www.brother-usa.com/printspeed](http://www.brother-usa.com/printspeed) for details.