

**BROTHER™ INTRODUCES LABEL PRINTERS TO SUPPORT AIRPRINT™  
WIRELESS PRINTING FOR IPHONE, IPAD AND IPOD TOUCH**

*The innovative Brother QL-710W and QL-720NW are the only label printers  
in their class to offer wireless printing capability.*

**BRIDGEWATER, N.J. (October 29, 2013)** – Brother International Corporation, a leader in products for small offices, today announced that its Brother QL-710W and QL-720NW label printers now support Apple® AirPrint<sup>1</sup> wireless printing technology.

The Brother QL-710W and QL-720NW wireless-enabled label printers are designed for printing pre-sized labels for file folders, mailing/shipping labels, name badges, banners and more.

AirPrint wireless printing for iPad®, iPod touch® or iPhone®<sup>1</sup> allows users to conveniently print labels and more without the need to download software or install additional device drivers. This added flexibility creates the exciting opportunity for app developers to add convenient direct label printing support to their iOS applications. Examples of potential uses include printing appointment cards from scheduling applications, name badges from visitor management applications, or address labels from shipping or contact management applications. Speedy, wireless label printing is an attractive feature to busy small business owners, executives and professionals who need the flexibility to print on demand from their mobile devices.

In addition to compatibility with Apple's AirPrint technology, these Brother QL printers offer ultra-fast print speeds up to 93 labels per minute<sup>2</sup>, pre-designed label templates and much more. The printers produce high-quality text and sharp images plus ship with a two-year limited warranty as well as free phone support for the life of the product.

**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 website at [www.brother.com](http://www.brother.com).

EDITOR'S NOTE: Photography available upon request.

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<sup>1</sup> Requires connection to a wireless network. See [support.apple.com](http://support.apple.com) for system requirements.

<sup>2</sup> Based on using standard address labels, text only, at 300 x 300 dpi, via USB connection.