

## **BROTHER™ INTRODUCES ITS FIRST WIRELESS-ENABLED, PC-CONNECTABLE P-TOUCH® LABEL MAKER.**

*The flexible, easy-to-use PT-P750W lets users print P-touch labels over a wireless network from Windows® and Mac® Computers<sup>1</sup>, as well as compatible Apple® iOS and Android™ Mobile Devices.<sup>2</sup>*

**BRIDGEWATER, N.J. (June 18, 2014)** – Brother International Corporation, a leader in business technology, today introduced the PT-P750W, the very first PC-connectable P-touch label maker that can be used with most computers<sup>1</sup> and mobile devices<sup>2</sup> to create labels over a wireless network. This makes the PT-P750W an ideal group label printer for small offices and business environments; simply install it on a network, and it's available to connected users as a shared resource to print professional labels using the free P-touch Editor Label Design software<sup>1</sup> or the free iPrint&Label Apple iOS and Android app<sup>2</sup>.

The newly-updated P-touch Editor Label Design software lets users choose from a library of label templates or create custom labels using the fonts, symbols and graphics already stored on their computers. This powerful software can be used to download additional label templates from the cloud<sup>3</sup> and it even detects the color of the installed label tape, presenting for the first time, a WYSIWYG (what you see is what you get) label design experience.

This versatile label maker can print labels created on your compatible Apple® iOS and Android™ mobile devices<sup>2</sup> using the free Brother™ iPrint&Label app. The app can be used to print pre-designed labels, create custom labels with graphics and photos from the mobile device, and even create and print asset tags with names stored in a contact list. The PT-P750W is NFC-compatible, which lets users “touch to connect” to quickly establish wireless contact with most NFC-capable devices<sup>4</sup>.

The PT-P750W also includes pre-loaded labeling software and templates that allows users to connect to a Windows or Mac computer via the included USB cable and almost immediately begin designing and printing labels with the convenience of using a full-sized keyboard and monitor, without installing any software or drivers!

The PT-P750W operates on an open-source development platform, empowering app developers to integrate professional label printing into their iOS, and Android applications using free software development kits (SDKs) Brother has made available online.

“With the introduction of the wireless- and mobile-connectable PT-P750W, creating professional, durable P-touch labels over a network using any number of devices is more accessible than ever before,” said Linda Sanford, Director of P-touch Product Marketing. “With the addition of install-free, built-in label creation software, we believe the PT-P750W to be one of the most versatile PC-connectable label makers available for businesses today.”

### **P-touch PT-P750W key features:**

- Flexible connectivity - provides built-in 802.11b/g/n to share with others on your wireless network, or connect locally to a single user via its USB interface
- Print labels from your compatible mobile device using Brother™ iPrint&Label app download<sup>2</sup>
- Print customized labels up to 24mm (approximately 1”) wide using fonts and graphics from your Windows or Mac computer
- Create high-resolution barcodes<sup>5</sup> and labels with information stored in an Excel® or Access® database<sup>6</sup> on your computer
- Super-fast print speeds up to 30mm per second<sup>7</sup>, repeat printing capability, and an automatic half or full cutter to help save time
- NFC connectivity lets you “touch to connect” to establish contact with most NFC-capable mobile devices<sup>4</sup>
- Powered by included AC power adapter, or 6 AA batteries (not included). Rechargeable Li-ion battery (BA-E001, sold separately) available for completely mobile printing
- Open-source development platform makes it easy for app developers to integrate label printing into their custom Apple iOS and Android applications
- Prints on durable, TZe laminated tapes to create long-lasting indoor/outdoor labels

- 2-year limited warranty and free phone support for the life of the product
- Estimated street price \$129.99<sup>8</sup>

The PT-P750W joins the PT-P700 (approximate street price \$79.99<sup>8</sup>), which was introduced in late 2013. The PT-P700 connects via the included USB cable to Windows and Mac computers and also includes pre-installed Plug & Label software, and can be used with the free P-touch Editor Label Design software.

For more information on the PT-P750W or PT-P700, visit [www.brother.com](http://www.brother.com). For more information on mobile device label printing, visit [www.connectprintshare.com](http://www.connectprintshare.com).

EDITOR'S NOTE: Photography available upon request.

#### **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).

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1. Compatible with Windows Vista®, Windows 7, Windows 8/8.1, Windows Server 2008/2008 R2, Microsoft Windows Server 2012/2012 R2, and Mac OSX v10.7.5, 10.8x, 10.9x. All design software and drivers available for free download at [support.brother.com](http://support.brother.com).
2. Requires connection to a wireless network, as well as Brother iPrint&Label free app download for wireless printing from your Apple iOS or Android mobile device.
3. Internet connection required.
4. See [brother-usa.com/nfc](http://brother-usa.com/nfc) for a list of compatible mobile devices.
5. Requires installation of full version of P-touch Editor software. Windows®/Mac software and drivers available as a free download.
6. Windows only.
7. Using AC power adapter.
8. Actual price may vary.