

BROTHER VIRTUALLY SOLVES THE TOP PRINT CHALLENGES FACING MILLIONS OF SMALL OFFICE/HOME OFFICE USERS WITH NEXT-GENERATION INKVESTMENT OFFERINGS

New Color Inkjet All-in-Ones Print for a Penny-a-Page in Black and a Nickel-a-Page in Color¹ and Bring Unprecedented Levels of Convenience

BRIDGEWATER, N.J., May 18, 2016 – Today, [Brother International Corporation](#), a leading provider of printing and imaging solutions, has virtually solved the small office and home office (SoHo) user's two biggest printing challenges: the high cost and the inconvenience of running out of ink when needed. Brother expands its INKvestment line of color inkjet all-in-ones by introducing two, new cost-efficient versions. The MFC-J985DW prints a black and white page for less than a penny and color pages for less than a nickel¹ each, while the MFC-J985DW XL includes 12 INKvestment cartridges, eliminating the need to purchase ink for up to two years². The INKvestment versions are competitively priced at \$199 and \$299 respectively, without skimping on quality, reliability or business functionality³.

INKvestment Helps Fuel SoHo Users

The expanded line of INKvestment all-in-one devices help small office and home office users leverage technology crucial for their businesses, while spending less money on ink for more pages. INKvestment stretches a SoHo's investment with a single INKvestment Super High-yield black cartridge delivering approximately 2,400 pages, for less than \$25¹ and a single INKvestment Super High-yield color cartridge delivering 1,200 pages for less than \$15¹.

"Regardless of brand of ownership, SoHo customers haven't been shy with expressing their feelings about the price of ink and cartridge yields" said Phil Lubell, Senior Director, Product Marketing, Brother International Corporation. "The new line of Brother INKvestment all-in-ones were created so customers can spend less for more pages, helping reduce their pain point of printing costs while providing Super High-yield cartridges."

XL Delivers Up to Two Years' Worth of Ink in the Box²

A recent study⁴ found almost half of home offices run approximately 200 print jobs every month. For small office and home office businesses looking for additional value-add to fit their constant print needs, Brother is introducing the MFC-J985DW XL, which combines the MFC-J985DW with 12 Super High-yield INKvestment cartridges⁵ in the box. With the convenience of up to two full years of ink² included, buyers can simply install a fresh cartridge and continue printing.

"SoHos consider all-in-one print devices an important component of their daily operations," said small business analyst, Brian Moran, CEO of Brian Moran & Associates and Brother Consultant. "They want to rely on a high quality, no-fuss device that will help their business grow, without breaking the bank."

Understanding the importance of delivering quality solutions with business-capable features for home office environments, Brother has equipped the MFC-J985DW and the MFC-J985DW XL all-in-one devices with the following:

- **Cloud Services Made Easy in the Home Office**
 - Users can directly scan documents to popular services such as Google Drive™, Dropbox and Evernote®⁶
 - Users can also scan documents to Brother Cloud Apps such as Office, Outline&Copy, Outline&Scan, Outline&Remove, NoteScan and CreativeCenter⁷
- **Mobile Productivity**
 - Print from almost any device including smartphones, tablets, laptops and desktop computers, all through the freedom of wireless connectivity (no router required) with Wi-Fi Direct®⁸
 - Mobile device capability with AirPrint®, Google Cloud Print™, Mopria™, Wi-Fi Direct®, NFC and Brother iPrint&Scan⁹
- **Touchscreen Display**
 - Access powerful features via an easy-to-navigate 2.7" Touchscreen display
- **Business-capable Features**
 - Automatic duplex printing and 20 sheet auto-document feeder add convenience and functionality
- **Dedicated Support**
 - Brother provides a two-year limited warranty and toll-free technical phone support for the life of the product

	MFC-J985DW	MFC-J985DW XL
Approximate Average Street Price	\$199	\$299
Yield	<ul style="list-style-type: none"> • Includes 4 INKvestment cartridges in the box • Approximately 2,400 black pages and 1,200 color pages total ink yield in the box⁵ 	<ul style="list-style-type: none"> • Up to 2 years of ink included using 12 INKvestment cartridges² in the box • Approximately 7,200 black pages and 3,600 color pages total ink yield in the box⁵
Functions	Print/Copy/Color Scan/Fax	Print/Copy/Color Scan/Fax
Max Speed ¹⁰	12 black/10 color pages per minute	12 black/10 color pages per minute
Display	2.7" Touchscreen	2.7" Touchscreen
Print Resolution ¹¹	6000x1200 dpi	6000x1200 dpi
Paper Capacity	Up to 100 sheet tray/ 1-sheet bypass for printing no envelopes and cardstock / 20-sheet automatic document feeder	Up to 100 sheet tray/ 1-sheet bypass for printing no envelopes and cardstock / 20-sheet automatic document feeder

Availability

Brother's INKvestment all-in-ones, MFC-J985DW and MFC-J985DW XL, are available online now and in Staples, Office Depot, OfficeMax, Best Buy, Amazon, and other fine retailers in 2016. For more information on INKvestment, visit www.brotherinkvestment.com.

EDITOR'S NOTE: Photography available upon request. All referenced trademarks and registered trademarks are the property of their respective companies.

About Brother

Brother (www.brother.com) is an industry leading provider of small and mid-sized business printing and imaging solutions developed to help increase productivity, improve workflow, and enhance organizational efficiency, all while helping to reduce costs. Brother is also a leader in electronic labeling and provides the number one line of facsimile machines in the U.S. 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. For more information, visit www.brother.com.

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¹ Based on MSRP of LC20E black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

² Based on average monthly print volumes of approximately 300 pages (70% black pages / 30% color pages) and approximate page yield in accordance with ISO/IEC 24711 using 12 cartridges provided. For more page yield information, see www.brother.com/pageyield.

³ Approximate average street price may vary.

⁴ The Brother Business Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 509 U.S. small business owners and business decision-makers at companies with 500 or fewer employees between December 10th and 18th, 2015, using an email invitation and an online survey. The margin of error for the study was +/- 4.3 percentage points.

⁵ Actual yield of starter cartridges will be approx. 90% of replacement LC20E Black, and 60% of replacement LC20E Color Series, due to ink system initialization. Approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

⁶ Requires Internet connection and an account with desired service. For more details see www.connectprintshare.com

⁷ Requires Internet connection. See www.connectprintshare.com for details.

⁸ Requires Internet connection to a wireless network. See www.connectprintshare.com for details, availability, and mobile device compatibility.

⁹ Requires connection to a wireless network. See www.connectprintshare.com for details, availability, and mobile device compatibility. The Brother iPrint&Scan free app download is not available in all countries. The mobile device must have NFC capability and run Android OS 4.4 or later.

¹⁰ ISO print speed based on ISO/IEC 24734. ISO copy speed is based on ISO/IEC 24735. For more information about print speed methodology see www.brother-usa.com/printspeed for details.

¹¹ Resolutions are listed by vertical by horizontal dpi.