

Spend Less for More Pages with new Brother™ Business Smart™ Lineup Expansion

Models using INKvestment Cartridges Enable High Print Volume Small Office and Home Office Users to Lower their Total Cost of Ownership without Sacrificing Quality or Business Functionality

BRIDGEWATER, N.J., May 4, 2015 -- [Brother International Corporation](#), a multi-billion dollar leader in technology for offices of all sizes, today introduced an expansion to their Business Smart™ Series color inkjet all-in-ones that will serve as the flagships to the Business Smart™ Plus and Business Smart™ Pro lineups. Two new Business Smart™ all-in-ones will launch using new Brother INKvestment Super High Yield ink cartridges, a cartridge system designed to deliver cost-effective, high-volume printing for small office and home office users.

To pointedly address printing costs, these new INKvestment compatible models offer a lower total cost of ownership via 2400 page black cartridges for under \$25 and 1200 page color cartridges for under \$15¹. As a result, higher volume business inkjet users can spend less for high capacity cartridges with these new flagship models. The MFC-J5920DW - Business Smart™ Plus with INKvestment and MFC-J6925DW - Business Smart™ Pro with INKvestment can provide less than \$0.01 black cost per page and less than \$0.05 color cost per page¹ without sacrificing print speed or print quality.

“Through conversations with small business owners and those working in small or home offices, we know print costs remain a concern, especially for high print volume businesses,” said Eric M. Dahl, Director of Marketing, SOHO Products. “Our customers tell us that within printer and multi-function products, cost-efficiency must be paired with reliability and innovative functionality to fit within a small business workflow. INKvestment cartridge compatible models offer hardware value combined with a lower printing cost alternative while we continue to deliver high volume paper handling, mobile device and cloud connectivity, and the fast print speeds that are expected of our Business Smart lineup.”

In addition to bringing costs per page to less than \$0.01 for black and \$0.05 for color¹, the MFC-J5920DW and MFC-J6925DW Color Inkjet all-in-ones include the key features businesses demand, including:

- Convenient single-pass duplex scan via the automatic document feeder (ADF):
 - MFC-J5920DW features a 50-sheet capacity ADF
 - MFC-J6925DW features a 35-sheet ADF and can scan and copy up to 11" x 17"
- Dual paper trays support high volume printing with up to 500-sheet total capacity
- Fast print speeds up to 22ppm black and 20ppm color (ISO/IEC 24734) to keep up with the pace of a small business
- Easily navigate onscreen menus on the intuitive 3.7" TouchScreen display with swipe functionality
- Wireless mobile device printing via AirPrint™, Google Cloud Print™, Mopria™, Wi-Fi Direct®, Brother iPrint&Scan²
- Scan to popular cloud services including Google Drive™, Dropbox, Evernote®, Evernote® Business, OneNote and more via Web Connect right from your machine³

- Brother is at your side with a 2-year limited warranty and free phone support for the life of the product

The MFC-J5920DW and MFC-J6925DW INKvestment compatible machines are available now, with INKvestment Super High Yield ink cartridges included in the box offering an additional purchase value⁴. Estimated street prices for MFC-J5920DW and MFC-J6925DW are \$299 and \$349 respectively.

For more information on Business Smart™ Plus and Business Smart™ Pro with INKvestment cartridges, visit www.brother.com. For more information on mobile device printing and cloud connectivity functions of Brother Printers and All-in-Ones, visit: www.connectprintshare.com.

EDITOR'S NOTE: Photography available upon request.

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 INKvestment LC10E/20E black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711.
2. Requires connection to a wireless network. See www.connectprintshare.com for details, availability, and mobile device compatibility.
3. Requires internet connection and an account with desired service. For more details visit www.connectprintshare.com.
4. Actual yield of starter cartridges will be approx. 90% of replacement LC10E/LC20E Black, and 45% of replacement LC10E/LC20E Color Series, due to ink system initialization. Approximate page yield in accordance with ISO/IEC 24711.