

Brother International Corporation Continues to Deliver Innovation to Businesses of All Sizes with Next-Generation Color Laser Printers and All-in-Ones

New devices offer enterprise-level security along with workgroup productivity solutions and low total cost of ownership (TCO)

BRIDGEWATER, N.J., March 15, 2017 — Building upon its reputation as a leading provider of business-class document imaging technology and solutions, Brother International Corporation today introduced its expanded line of color laser printers and All-in-Ones. These devices have been specifically designed to address critical business challenges faced by organizations of all sizes especially improving business workflow efficiency and enhancing document security. This new series of devices provides enterprise-level security, helping to ensure that confidential documents are only accessed by intended recipients and restricting unauthorized parties from accessing specific printer functions, such as color printing to help control printing costs.

The new color laser devices deliver enhanced high impact, vivid color and sharp black and white documents along with fast printing and best in class scanning speeds up to 52 images per minute (ipm) simplex and up to 104ipm duplex¹, along with advanced features to help business users increase productivity. The devices are optimized for today's mobile workforce and include access to popular business cloud services² and NFC connectivity³ for mobile device printing and greater security.

"This new color series offers the capabilities that any sized organization needs, including security features, robust paper handling, superior image quality and workflow solutions typically seen in larger more expensive devices," said Randy Dazo, Group Director, Office Document Technology. Brother is effectively positioned to not only address the needs of larger organizations, but also provide a higher level of workflow capabilities in a small footprint while affordably bringing color printing to higher print volume environments."

Color Laser Devices for Every Business

The new color line-up is designed for a full range of office, workgroup, and larger-volume print environments. Brother's new line assists businesses with producing dynamic color printing of brochures, reports, presentations and more. They can support a broad range of office environments and industries, especially those that need to meet specific data privacy, sharing and storage guidelines, including education, government, healthcare, retail, legal, financial services and real estate. Each model is built to deliver the security and speed enterprises require, with up to 33 pages per minute in both color and black and white.

"This next generation of products further underscores Brother's commitment and leadership position in providing business-class document technology in a small footprint typically associated with larger, more expensive and service-prone devices," said Steve Feldstein, Brother International Corporation's Director

of Marketing – Business Laser & Scanner Products. “From the business standpoint these printers and MFPs deliver durability, scalability, security and high-impact color laser printing at an extremely low total cost of ownership. For IT professionals, the devices can integrate into an organization’s existing infrastructure, enhancing network document security.”

The HL-L8260CDW printer and MFC-L8610CDW MFP provide excellent cost efficiency with a wide range of features such as wireless connectivity and duplex printing. The HL-L8360CDW printer and MFC-L8900CDW MFP deliver all the features of the base models along with a number of key enhancements, including NFC connectivity and compatibility with super high-yield cartridges for low cost printing. The new color portfolio also introduces two new Brother Workhorse series models, the HL-L9310CDW and MFC-L9570CDW. These models offer scalable paper handling and a low TCO with included Super high-yield cartridges and Brother Genuine Ultra high-yield replacement cartridges, ideal for mid-sized offices and workgroups with higher print volumes. The new Brother Workhorse series color laser devices were developed to meet the needs of even the most demanding document imaging environments.

Secure your most critical documents

This new device line provides security sensitive environments with advanced security features to keep documents and information private and secure. All devices offer Secure Function Lock, which gives administrators the ability to restrict usage and limit machine functions on a group or per user basis. Color printing can be limited to help control costs.

Additionally, most devices support LDAP, Active Directory® and an integrated NFC card reader that provides walk-up authorization to release print jobs and to access machine functions using a compatible NFC card or badge.⁴ Network user authentication also protects against unauthorized access to the device to help protect your information and can help ensure regulatory compliance.

Enhanced Touchscreen User Interface Enables Streamlined Workflow Solutions

The devices are designed to improve an organization’s document workflow through the built-in Touchscreen display which comes in a variety of sizes by model, including a 7-inch tablet-like Touchscreen display on the MFC-L9570CDW. These enable creating up to 64 customizable shortcuts to simplify complex and frequently used tasks. This enhanced interface reduces operational steps and provides quick access to Brother Apps, which enables scanning directly to e-mail, searchable PDF formats and to editable Microsoft® Office documents.

Touchscreens also provide easy access to the award-winning Brother Web Connect interface to directly print from popular business cloud services, including DROPBOX, GOOGLE DRIVE™, BOX, and ONEDRIVE®.² Users can also scan to popular cloud services such as EVERNOTE®, ONENOTE®, and more.² Other business-focused scanning destinations include SharePoint®, SSH Server (SFTP), Network Folder (CIFS) and support for the Brother Solutions Interface (BSI), enabling customized business-specific capabilities for improved operational workflow.

Improved Paper Handling with Scalable Paper Capacity

Scalable paper handling options provide organizations with the ability to meet peak demands and expand as their business grows. Expandable paper capacity means less time refilling trays and more uptime. Users can add up to three 250-sheet capacity optional trays for HL models and two of the MFC devices. For even greater capacity, users can add up to two 500-sheet capacity optional trays for the HL-L8360CDW, HL-L9310CDW, MFC-L8900CDW and MFC-L9570CDW models.

For additional paper capacity Brother offers a full floor-standing complement to the HL-L9310CDW and MFC-L9570CDW. This optional Tower Tray increases total capacity up to 2,380 sheets for larger jobs to help enable workflow optimization and increase productivity.

Pricing and Availability

The HL-L8260CDW, HL-L8360CDW, HL-L8360CDWT, MFC-L8610CDW and MFC-L8900CDW will be offered by online retailers, office superstores and Brother authorized resellers.

Model	Estimated Street Price ⁵	Manufacturers Suggested Retail Price
HL-L8260CDW	\$329.99	\$529.99
HL-L8360CDW	\$399.99	\$649.99
HL-L8360CDWT	\$499.99	\$799.99
MFC-L8610CDW	\$529.99	\$849.99
MFC-L8900CDW	\$599.99	\$949.99

The Brother Workhorse series models, HL-L9310CDW and MFC-L9570CDW are offered exclusively through our Brother Authorized Partner Program (BAPP) resellers, as well as direct market resellers, dealers, and office superstore contract resellers.

Model	Estimated Street Price ⁵	Manufacturers Suggested Retail Price
HL-L9310CDW	\$599.99	\$949.99
MFC-L9570CDW	\$799.99	\$1,249.99

The HL Printers will be available at the end of March, and the All-in-Ones will be available in April. For more information on the new color printers and All-in-Ones and the full line of Brother business-class office devices, visit: <http://www.brother-usa.com/>.

About Brother International Corporation

Brother (www.brother.com) is a leading provider of document imaging solutions, including award-winning network-ready color and black & white multifunctional products, printers and device-based cloud and mobile technologies. The company's products help home, small and mid-sized businesses increase productivity, improve workflow, and enhance organizational efficiency while helping to reduce costs. Brother printers are consistently recognized as the best in the industry, and recently earned PC Magazine's 2016 Readers' Choice and Business Choice awards. The U.S. subsidiary of Japan-based Brother Industries Ltd., Brother International Corporation's "At Your Side" philosophy features a dedication to product quality, customer service and dynamic partnerships. Established in 1954, the company's Bridgewater, N.J. headquarters markets business and industrial products, as well as home appliances. For more information, visit www.brother.com.

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¹ Scan speed claim based on data published in BLI's bliQ service on 8/3/16 for scan speeds for color laser all-in-one models under \$1,500. Scan speed measured with all advanced features turned off using LTR size test documents at 200dpi.

² Requires an Internet connection and an account with desired service.

³ *The mobile device must have NFC capability and run Android OS 4.4 or later.*

⁴ *Not compatible with all NFC formats. Works with Secure Function Lock. Print Release requires third-party solution. For a list of compatible NFC formats, see manufacturer's specifications.*

⁵ *Estimated street price may vary.*

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