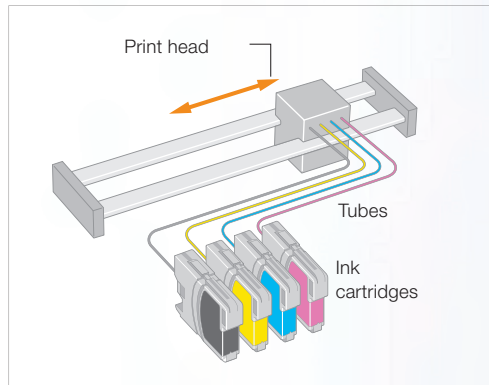


Prints, faxes, copies and scans paper sizes up to A3!



Features of the A3 color inkjet Multi-Function Center

- Small** World's smallest* machine in the A3 color all-in-one category
- Fast** High speed head that prints max. 35 sheets/min (A4, monochrome printing)
- Easy-to-use**
 - One-touch paper tray selection (A4 to A3, or A3 to A4)
 - Ink replacement and paper replenishment from the machine's front side
 - Easy-to-see large LCD

Separating the print head from ink cartridges and delivering ink by tube, contributed to downsizing

Quest for Establishing the Image that "Brother Means Color"

Since the 1995 launch of a compact Multi-Function Center, the Brother Group has pioneered the all-in-one machine market for SOHO (Small Office Home Office) users and sent many products to customers. In FY2008, Brother developed the "world's smallest A3 color inkjet Multi-Function Center" as a revolutionary new product.

Developed the world's smallest* A3 color inkjet Multi-Function Center

* Based on the research conducted by Brother Industries, Ltd. in March 2008

A passion to develop and detailed market analyses were keys to development

"The world's smallest A3 Multi-Function Center!" The development project began with the idea of shocking SOHO customers, who are adamant about installation space, into asking "how A3 sizes could be supported by such a small machine?" and "how A3 support could be so affordable?"

In 2005, never-before-attempted targets were set: integrate the functioning for printing, faxing, copying, and scanning A3 size paper into a single unit, and keep the product about the same size as an A4 all-in-one machine. At the same time, however, there were those in the company who disagreed with investing resources into such a project.

So, after conducting market surveys around the world and verifying that there was sufficient demand for an A3 color inkjet Multi-Function Center, the Brother Group decided to proceed with development.

Original thinking attained the industry's smallest size

The most difficult part of attaining these never-before-attempted targets was to house A3 support in the size of a typical A4 all-in-one machine. To achieve that, the printing hardware had to be downsized.

Inkjet printing mechanisms generally have print head and ink cartridges combined in the same unit, but Brother has for some time located the ink cartridges to the below right of the print head and used tubes to deliver ink. This was effective towards reducing product height. Moreover, the curving radius at which paper turns over was minimized. The scanner unit was further downsized by adopting a CIS method of scanning that used a traveling sensor as opposed to a CCD sensor that read documents in a single shot.

A series of the world's smallest A3 inkjet Multi-Function Centers that were produced from these efforts went on sale in the USA in July 2008, in Europe in August and in Japan in October. The response from customers around the world was that they were "waiting for this kind of product."



Pioneering New Business Fields

Foreseeing diversification in future work styles, as seen by the increase in mobile workers, and also changes in networking environments, development is being promoted in the Network Imaging Device field and Network & Contents field.

Brother Document Viewer with e-paper technology

In June 2009, the Brother Group launched the SV-100B Brother Document Viewer, a compact, lightweight, and power-saving business tool utilizing e-paper technology. While being as thin as 15.5 mm, it can store about 10,000 A4-size pages of information, which are readily displayed on a large 9.7-inch display. It delivers about 83 hours of continuous operation (enough to display 5,000 pages) while consuming little power. The Brother Document Viewer can store and carry large amounts of information and instantly display desired information, thus is suitable, for example, as a visual service manual for maintenance situations.



Brother Document Viewer

Retinal imaging display

A retinal imaging display (RID) is based on image projection technology that uses afterimages created by projecting light, of intensity harmless to the eyes, onto the retina and moving it at high speed. The projected images appear as if viewed on a large screen before one's own eyes. Brother Industries issued a technical release on a spectacle-type wearable RID in April 2008. The RID images are semitransparent, therefore, users are able to see them placed in their actual visual field.



Spectacle-type wearable RID