

BROTHER™ LAUNCHES IMAGECENTER™ ADS-2500W WITH SCAN-TO-CLOUD CAPABILITIES FOR CONVENIENT DOCUMENT MANAGEMENT AND STORAGE

New Model from Brother Is First in Class^ Desktop Document Scanner to Deliver Wireless Scanning For Local and Cloud Storage

BRIDGEWATER, N.J. (September 25, 2012) – Brother International Corporation, a leader in small business technology, today announced the launch of its new flagship desktop scanner, the ImageCenter™ ADS-2500W. This new product introduction marks its continued expansion into the standalone desktop scanner market while fueling innovation with its wireless scanning and Scan-to-Web (cloud) capabilities. For seamless integration into a variety of work environments, the ImageCenter™ ADS-2500W supports today's latest operating systems.

With today's workforce operating more and more digitally across multiple offices, off-site locations and workgroups, the ImageCenter™ ADS-2500W delivers a full suite of features to help today's workforce collaborate, update and access documents while embracing the convenience of cloud technology. Scanned documents can be sent directly from the machine to a wide variety of business and professional destinations including today's leading cloud storage destinations such as GOOGLE DOCS™, EVERNOTE, DROPBOX, FACEBOOK™, FLICKR® and PICASA™ Web Albums, as well as Microsoft® SharePoint through the included Nuance™ PaperPort™ software. The ADS-2500W also scans to local destinations such as email servers and FTP sites, USB flash memory drive and even Android™ phones and tablets^{1,2}.

“Businesses of all shapes and sizes are being driven to ramp up to the digital era for reasons ranging from convenience and efficiency to new industry regulations and even security,” said Steve Feldstein, director of marketing for Brother Laser and Scanner products. “We’re excited to offer this high-quality, innovative and easy-to-use business solution for busy work groups and small-to-medium businesses that have critical hard-copy documents they need to quickly and easily convert, manage and store to a variety of business destinations.”

The ADS-2500W is the first machine in its class^ to offer versatile wireless and Ethernet network connectivity with a 3.7” simple, intuitive color TouchScreen display with shortcuts and one-touch settings. The ADS-2500W also boasts high-speed, single-pass duplex scanning to encourage efficiencies in the office. Beyond speed, the unit also includes key features such as continuous scanning, automatic image rotation, multi-feed detection, skip blank page, 2-in-1 scanning, auto deskew and even searchable PDF capabilities. Like all Brother products, the ADS-2500W offers a host of easy-to-use features at an affordable price point. As with all products, Brother offers toll-free technical telephone support for the life of the product.

A comprehensive suite of software applications adds further value and functionality to the machine. The software bundle includes Nuance™ PDF Converter Professional 7 for Windows®, Nuance™ PaperPort™ 12 SE for

Windows®, Presto! PageManager 9 for Mac® OS, Presto! BizCard for Windows®/Mac® OS, and Control Center for Windows®/Mac® OS. This value-packed combination of software allows users to take advantage of a broad range of professional functions such as converting paper and PDFs into Microsoft Office documents, searching PDFs, adding watermarks and electronic signatures as well as scanning and exporting business card information directly to contact management systems.

The ImageCenter™ ADS-2500W will be available at office superstores, retailers, dealers and online resellers starting in late September 2012.

New Brother™ ImageCenter™ ADS-2500W Desktop Scanner

Estimated Street Price: \$799.99*

- Wireless and Ethernet network connectivity
- Scan-to cloud, network, e-mail server, FTP in addition to standard scan destinations
- 3.7" simple, intuitive color TouchScreen display
- Two-sided scanning
- Scans simplex and duplex up to 24 pages per minute in a single pass**
- High-precision scanning up to 600 dpi optical resolution
- Up to 50-page auto document feeder
- Scans documents up to 34" in length
- Scans receipts, cards (business and plastic ID) and paper documents
- Customizable one-touch scan button
- Windows® and Mac® compatible
- Creates searchable PDFs
- Scans to USB memory flash drive, Android™ phones and Android™ Tablet PCs^{1,2}
- Includes Nuance™ PDF Converter Professional 7 and Nuance™ Paper Port™ 12 SE for Windows®
- Includes Presto!® Page Manager® 9 for Mac® and Presto® BizCard® 6 for Windows®/5 for Mac®

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.

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EDITOR'S NOTE: Photography available upon request.

[^] Based on competing, in-class desktop scanners with estimated street price under \$1000. Data gathered from manufacturer websites and third-party industry sources, as of August 2012.

¹ Additional Purchase Required.

² Android™ cable required.

* Estimated street prices may vary.

** See www.brother.com for details.



Working with you for a better environment

At Brother, our green initiative is simple. We strive to take responsibility, act respectfully and try to make a positive difference to help build a society where sustainable development can be achieved. We call this approach Brother Earth.

www.brotherearth.com