Brother Introduces the First Wireless-enabled, PC-connectable P-touch Labeller

The flexible, easy-to-use PT-P750W allows users to print P-touch labels over a wireless network.

Singapore, 16 September 2014 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the "Customer First" approach, has introduced the PT-P750W, the very first PC-connectable P-touch labeller that can be used with computers[1] and mobile devices[2] to create labels over a wireless network.

The PT-P750W is an ideal group labeller for small offices and business environments. With a simple installation on a network, it is readily available to connected users as a shared resource for printing professional labels using the P-touch Editor Label Design software or through the Brother iPrint&Label app.

Brother iPrint&Label app can be used to print pre-designed labels, create custom labels with graphics and photos created on any compatible Apple® iOS and Android™ mobile devices. It can even create and print asset tags and name labels stored in a contact list. The PT-P750W is NFC-compatible, which allows users to "touch to connect" and quickly establish wireless contact with most NFC-capable devices.

The newly-updated P-touch Editor Label Design software allows users to choose from a library of label templates or create custom labels using fonts, symbols and graphics already stored on their computers. This powerful software can be used to download

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[1] Compatible with Windows Vista®, Windows 7, Windows 8/8.1, Windows Server 2008/2008 R2, Microsoft Windows Server 2012/2012 R2, and Mac OSX v10.7.5, 10.8x, 10.9x. All design software and drivers available for free download at support.brother.com.

[2] Requires connection to a wireless network, as well as Brother iPrint&Label free app download for wireless printing from your Apple iOS or Android mobile device.

additional label templates from the cloud[3] and can even detect the colour of the installed label tape, presenting for the first time, a "what you see is what you get" label design experience.

The PT-P750W also includes pre-loaded labelling software and templates that allows users to connect to a Windows or Mac computer instantly via the bundled USB cable, allowing them the ease of using a full-sized keyboard and monitor for designing and printing labels, without installing any software or drivers.

The PT-P750W operates on an open-source development platform, empowering app developers to integrate professional label printing into their iOS, and Android applications using free software development kits (SDKs) Brother has made available online.

"With the introduction of the wireless and mobile-connectable PT-P750W, it creates professional, durable P-touch labels over a network using any number of devices. This has become more accessible than ever before," said Mr Shinji Tada, Managing Director, ASEAN, Brother International Singapore. "With the addition of installation-free, built-in label creation software, PT-P750W is one of the most versatile PC-connectable labeller available for businesses today."

P-touch PT-P750W key features:
- Flexible connectivity - provides built-in 802.11b/g/n to share with others on a wireless network, or connect locally to a single user via its USB interface
- Brother™ iPrint&Label app compatibility
- Print customised labels up to 24mm (approximately 1") in width using fonts and graphics from Windows or Mac OS$^{®}$ systems
- Create high-resolution barcodes[4] and labels with information stored in Excel$^{®}$ or Access$^{®}$ databases[5]

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[3] Internet connection required.
[4] Requires installation of full version of P-touch Editor software. Windows®/Mac software and drivers available as a free download
[5] Windows only

- Print speeds up to 30mm per second[6], repeat printing capability, and automatic half or full cutter which saves time
- NFC connectivity allows you to "touch to connect" to establish contact with most [NFC-capable mobile devices](#)
- Powered by included AC power adapter, or 6 AA batteries (not included) and rechargeable Li-ion battery (BA-E001, sold separately) available for completely mobile printing
- Open-source development platform makes it easy for app developers to integrate label printing into their custom Apple iOS and Android applications
- Prints on durable, TZe laminated tapes to create long-lasting indoor/outdoor labels

The PT-P750W joins the PT-P700, which was introduced in early 2014. The PT-P700 connects via the bundled USB cable to Windows and Mac computers and also includes the pre-installed Plug & Print P-touch Editor Label software.

For more information on mobile device label printing, visit www.connectprintshare.com.

Pricing, Availability, Warranty and Support
The new PT-P750W is priced competitively and is covered by Brother's trusted service and warranty. It is available from authorised dealers from **16 September 2014** at a suggested retail price of **S$258**.

All prices are inclusive of the prevailing taxes and include a one year carry-in warranty. These labellers can be purchased through Brother International Singapore's authorised resellers and superstores and are supported by Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. It is open Mondays to Fridays, from 9.00am to 7.00pm, and on Saturdays, from 9.00am to 3.00pm. For more information about Brother, visit http://www.brother.com.sg

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[6] Using AC power adapter

About Brother International Singapore Pte Ltd
Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the "Customer First" approach in all aspect of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. For more information on Brother International Singapore and its products, please call +65 1800-276 8437 or visit www.brother.com.sg. Brother will always be "At your side" now and into the future.

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Working with you for a better environment
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About Brother Earth
Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother's attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at http://www.brotherearth.com. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

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