

Press Release | March 15, 2016

PCMag Selects Brother PocketJet® 723 Full-Page Mobile Printer for Prestigious Editor's Choice Award

Comprehensive product review rates this PocketJet portable printer as 'Excellent' for on-the-go printing performance, resolution, speed, and output quality.

BROOMFIELD, Colo.--(BUSINESS WIRE)--Brother Mobile Solutions, Inc. (BMS), a wholly-owned subsidiary of Brother International Corporation and premier provider of mobile and desktop printing solutions, is pleased to announce that PCMag selected the Brother PocketJet 7 full-page thermal mobile printer (Model PJ723-BK) to receive its coveted Editor's Choice award following a comprehensive product review.



Versatile Mobile Printer "Should be at the Top of Your Short List"

PCMag tested, analyzed and compared the Brother PocketJet 723 mobile printer with other portable printers on performance, resolution, speed, output quality and price. The review summary states: "If you need a printer to take along with you, it should be at the top of your short list." The review's Bottom Line notes: "For convenient printing on the go, the Brother PocketJet PJ723-BK thermal printer offers maximum portability and high-quality output, particularly for text."

David Crist, President of Brother Mobile Solutions, states: "We are thrilled that the newest addition to our PocketJet line of compact portable printers has been recognized by PCMag. Millions of tech-savvy buyers around the globe look to this publication for fair and objective product reviews. Our goal is to tell the world why our versatile PocketJet 7 mobile printers are the ideal choice for mobile enterprises and how they provide busy, on-the-go professionals the freedom to print virtually anytime and anywhere. Plus, now is a great time for our million-unit-strong PocketJet installed base to consider an upgrade."

With a circulation of 6.2 million readers, PCMag.com is a respected international resource for technology experts, professionals and consumers who influence purchasing decisions. Written as an independent guide to personal computing and Internet technology, PCMag's editorial mission is to independently test and review products and report objectively on the results. The Editor's Choice award is PCMag's highest technology rating. To read the full review of the Brother PocketJet 7 PJ723-BK, go to: <http://www.pcmag.com/article2/0,2817,2499169,00.asp>

Taking Mobile Printing to a New Level of Freedom

Introduced in October 2015, the Brother PocketJet 7 Series is the smallest, most compact full-page mobile thermal printer on the market today, and features models offering iOS, Android™ and Windows® support. The printers' out-of-the-box performance and exclusive Freedom Architecture™ enable mobile printing on demand for virtually all mobile professionals. Applications span a host of industries, including home healthcare, transportation, public safety and health inspection agencies, pest management, construction, and professional field service organizations.

The new PocketJet 7 series features models that provide for cross-the-board OS compatibility, and instantaneous interoperability with smartphones, tablets and PCs built on iOS, Android™ and Windows® operating systems. The series also includes models which are ready to print out-of-the-box, without the need for additional software development or OS drivers. Brother offers four

PocketJet 7 ready-to-use kits designed to minimize decisions for new mobile professionals and provide enhanced options for field workforces wishing to upgrade their mobile printing options.

For more information about the Brother PocketJet 7 line of mobile printers, please visit www.pocketjet7.com.

About Brother Mobile Solutions

Brother Mobile Solutions, Inc., a wholly owned subsidiary of Brother International Corporation, provides innovative mobile printing and industrial labeling solutions to field workforces and mobile enterprises. Brother International Corporation and its subsidiaries employ over 1,100 people in the Americas. For more information about Brother Mobile Solutions and its products, call (800) 543-6144, or visit www.brothermobilesolutions.com.