

Top 10 Bullets

Product Title:

Brother MFC-J690DW Wireless Color Inkjet All-in-One Printer with Mobile Device Printing, Cloud Printing & Scanning

Product Description:

The Brother Work Smart Series MFC-J690DW delivers affordable printing plus the features and functions to meet your home, home office or small office print, copy, scan, and fax needs. This wireless color inkjet all-in-one reliably delivers high-quality output and enables wireless mobile device printing from your desktop, laptop, smartphone or tablet.¹ The automatic document feeder, 100-sheet capacity paper tray, bypass and 4"x6" photo trays handle a variety of sizes and specialty papers. Automatic duplex (2-sided) printing helps save paper while the compact design saves desk space. Setup and connectivity are simple with the 2.7" color touchscreen display providing easy menu navigation. Cloud connectivity lets you print-from and scan-to popular Cloud services directly from the printer.² Includes a two-year limited warranty and free online, call, or live chat support for the life of the printer.

Top 10 Bullets: *To be used in chronological order, including as many messages as space allows*

- 1. Compact, and easy to connect.** Compact color inkjet all-in-one printer that fits in tight spaces in your home, home office or small office so you can easily print, copy, scan and fax.
- 2. Simple to connect your way.** Versatile connection options with built-in wireless or connect locally to a single computer via USB interface.
- 3. Printing as mobile as you are.** Print wirelessly from your desktop, laptop, smartphone and tablet.¹
- 4. Intuitive Cloud connection.** Print-from and scan-to popular Cloud services directly from the printer including Google Drive™, Dropbox, Box, OneDrive and more.²
- 5. Quickly scan and share documents.** Easily scan and share documents using Brother Cloud Apps.³
- 6. Versatile paper handling.** Automatic document feeder and 100-sheet paper tray capacity that adjusts for letter or legal-size paper.
- 7. Helps save money and paper.** Automatic duplex (2-sided) printing plus available high-yield replacement cartridges for cost savings.
- 8. Choose from flexible output options.** Bypass and 4"x 6" photo trays handle a variety of specialty papers and sizes and let you print color photos.
- 9. Intuitive 2.7" color touchscreen display.** Generous 2.7" color touchscreen enables easy onscreen menu navigation.
- 10. At your side support.** 2-Year Limited Warranty and free online, call, or live chat support for the life of your printer.

Disclaimers:

1. Requires connection to a wireless network.
2. Requires an Internet connection and an account with desired service.
3. Requires internet connection.

Printed / Online Ad Bullets

Top Hardware Bullets for Ads:

- 100-sheet adjustable paper tray capacity
- Up to 12 ppm black / 10 ppm color¹
- Wireless & USB connectivity
- 2.7" Color touchscreen
- Automatic 2-sided printing
- Mobile device printing²

Disclaimer:

1. Based on ISO/IEC 24734 (after first set of ISO test pages). For more details, visit www.brother-usa.com.
2. Requires connection to a wireless network.

Marketing Copy

100-words:

The compact Brother Work Smart Series MFC-J690DW inkjet all-in-one printer offers mobile device printing¹ plus the ability to meet your home or home office print, copy, scan and fax needs. The automatic document feeder, 100-sheet paper tray, bypass and 4x6 photo trays handle a variety of sizes and specialty papers. Automatic duplex printing helps saves paper. Setup and connectivity are simple with the 2.7" color touchscreen display providing easy menu navigation. Cloud connectivity lets you print-from and scan-to popular Cloud services directly from the printer.² Two-year limited warranty and free online, call, or live chat technical product support. <100>

Disclaimers:

1. Requires connection to a wireless network.
2. Requires an Internet connection and an account with desired service.

50-words:

The compact Brother Work Smart Series MFC-J690DW delivers cost effective print, copy, scan and fax. Automatic duplex printing helps saves paper. Simple setup and connectivity with the 2.7" color touchscreen. Mobile device printing¹ plus print-from and scan-to popular Cloud services.² Two-year limited warranty and free online, call or live chat technical product support. <53>

Disclaimers:

1. Requires connection to a wireless network.
2. Requires an Internet connection and an account with desired service.

25-words:

The affordable, desk-friendly Brother MFC-J690DW wireless color inkjet all-in-one printer offers automatic duplex printing, flexible paper handling and a 2.7" touchscreen for easy menu navigation. <25>

Replacement Supplies & Accessories

- LC3011BK Standard-yield Black Ink Cartridge
- LC3011C Standard-yield Cyan Ink Cartridge
- LC3011M Standard-yield Magenta Ink Cartridge
- LC3011Y Standard-yield Yellow Ink Cartridge
- LC3013BK High-yield Black Ink Cartridge
- LC3013C High-yield Cyan Ink Cartridge
- LC3013M High-yield Magenta Ink Cartridge
- LC3013Y High-yield Yellow Ink Cartridge

Specifications:

Print Technology	4-cartridge Color Inkjet
LCD Display (type/size)	2.7" Color Touchscreen Display
Paper Size (maximum)	Paper Tray: Up to 8.5" x 14" (legal size) Bypass Tray: Up to 8.5" x 14" (legal size)
Print Speed (maximum)*	Black (ISO/IEC 24734): Up to 12ppm Color (ISO/IEC 24734): Up to 10ppm
FPOT (First Print Out Time)**	Black: Approx. 8.0 Seconds Color: Approx. 8.5 Seconds
Print Resolution (maximum)†	Up to 6000 x 1200 dpi
Duplex Printing Capability	Yes (up to 8.5"x11")
Borderless Printing Capability‡	Yes (Letter, 4x6, 5x8, 3.5x5, 5x7, and A4)
Paper Input Capacity (maximum)	Up to 100 sheets plus 1-sheet bypass tray and 20 sheet photo bypass tray
Auto Document Feeder	Yes (up to 20-sheets)
Standard Interfaces*	Wireless (802.11 b/g/n), Wi-Fi Direct®, Hi-speed USB 2.0
Copy Speed (maximum)~	Black (ISO/IEC 24735): Up to 6ppm Color (ISO/IEC 24735): Up to 6ppm
Copy Resolution (maximum)†	Up to 1200 x 1200 dpi
Copy Reduction/Enlargement	25% - 400% in 1% increments
Copy Options	Stack, Sort, N-in-1, ID Copy, Fit to Page, Base Color Removal
Scanner Type	Color Flatbed (CIS)
Document Glass Size	Letter Size 8.5" x 11.7"
Scan / Copy Size (maximum)	Letter (8.5" x 11")
Scan Resolution (maximum)†	Optical: 2400 x 1200 dpi (Flatbed) 600 x 1200 (ADF) Interpolated: 19200 x 19200 dpi
Fax Modem	14.4 Kbps
Fax Page Memory (maximum)ˆ	Up to 200 pages
Speed Dial Locations	100 x 2
PC Fax Capability¹	Yes (black & white only)
Web Connectivity²	GOOGLE DRIVE™, EVERNOTE®, DROPBOX, BOX, ONEDRIVE, ONENOTE, BROTHER CLOUD APPS
Brother Cloud Apps⁹	Scan to Office, Easy Scan to Email, CreativeCenter, Fax forward to cloud/ E-mail, Scan to Mobile
Operating Systems Compatibility³	PC: Windows 10, 8.1, 8, 7; Windows Server 2008, 2008 R2 MAC®: OS X v10.11.6, 10.12.x, 10.13.x
Mobile Device Compatibility⁴	AirPrint®, Google Cloud Print™, Mopria™, Wi-Fi Direct®, and Brother iPrint&Scan
Maximum Monthly Duty Cycle³	Up to 2,500 pages
Recommended Monthly Volume⁴	Up to 1,000 pages
Warranty	2-year Limited Warranty
ENERGY STAR® Qualified	Yes

Supplies & Accessories*:



LC3013BK	High Yield Black Ink Cartridge (approx. 400 pages) †
LC3013C	High Yield Cyan Ink Cartridge (approx. 400 pages) †
LC3013M	High Yield Magenta Ink Cartridge (approx. 400 pages) †
LC3013Y	High Yield Yellow Ink Cartridge (approx. 400 pages) †
LC3011BK	Standard Yield Black Ink Cartridge (approx. 200 pages) †
LC3011C	Standard Yield Cyan Ink Cartridge (approx. 200 pages) †
LC3011M	Standard Yield Magenta Ink Cartridge (approx. 200 pages) †
LC3011Y	Standard Yield Yellow Ink Cartridge (approx. 200 pages) †
BP71GLTR	Innobella Letter-size Glossy Inkjet Paper (20 sheets) †
BP71GP20	Innobella 4" x 6" Glossy Photo Paper (20 sheets) †
BP60MPLTR	Innobella Letter-size Multi-Purpose Paper (500 sheets) †

Carton Contents:

Brother MFC-J690DW
LC3011BK/C/M/Y Black, Cyan, Magenta, Yellow Starter Ink Cartridges †
Quick Setup Guide
Product Safety Guide
Product Registration Sheet
Installation & Documentation CD-ROM for Windows and Mac OS®†
Telephone Line Cord

Setup Information:

UPC Code	012502649465
Unit Dimensions (WxDxH)	15.7" x 13.4" x 6.8"
Unit Weight	18.1 lbs
Carton Dimensions (WxDxH)	18.8" x 9.8" x 18.0"
Carton Weight	21.8 lbs
Pallet Quantity	20
Pallet Tiers	2
Pallet Quantity per Tier	10
Pallet Size	48" x 40"
Pallet + Cartons Height	41"
Pallet + Carton Weight	467.0 lbs
Country of Origin	Philippines
Tariff / Harmonized Code	8443.31.0000

Scannable Barcode:



*ISO print speed based on ISO/IEC 24734 (after first set of ISO test pages). For more details, visit www.brother-usa.com.

~ISO copy speed is based on ISO/IEC 24735. For more details, visit www.brother-usa.com.

†Resolutions are listed by vertical by horizontal dpi.

‡Borderless not available on duplex. Minimum default margins .12" on all sides.

* Cables not included.

† Black and white only. Based on ITU-test 1 Chart No.1 at standard resolution with MMR compression.

ˆ PC-Fax Send Only for Mac® users.

² Requires internet connection and an account with desired service.

³ Maximum number of printed pages per month and can be used to compare designed durability between like Brother products.

For maximum printer life, it is best to choose a printer with a duty cycle that far exceeds your print requirements.

⁴ The recommended range of monthly printed pages to achieve the best possible performance and printer life. Printers are intended to handle occasional usage beyond the range with little or no effect. Consistently printing above the recommended

print volume, however, may adversely affect the print quality or life of the machine. It is always best to choose a printer with an appropriate recommended print volume to allow for any anticipated increase in printing needs.

* Additional purchase required.

† Approximate page yields in accordance with ISO 24711. For more page yield information see www.brother.com/pageyield.

‡ See system requirements on www.brother.com

† Actual yield of starter cartridge will be approx. 100% of replacement LC3011 series, due to ink system initialization on process.

† Approximate page yields in accordance with ISO/IEC 24711.

‡ Requires connection to a wireless network.

◊ Requires internet connection.

** From ready mode and standard tray.

MFC-J690dw Keywords

Product Name:

Brother MFC-J690DW Wireless Color Inkjet All-in-One Printer with Mobile Device Printing, Cloud Printing & Scanning

SKU:

MFC-J690DW

Primary Keywords for Title, Bullets, Description

Wireless, Inkjet, color, wifi, multifunction, all-in-one printer, compact, office, home, small, fax, cloud printing

Front-End Keywords		Back-End Keywords	
phrase	volume	phrase	
photo printer	207600	wifi inkjet compact small multi-function copy color black home office	
wireless printer	158900	business college school student document picture photo 8.5 x 11 paper	
inkjet printer	116300	letter size legal duplex computer desktop laptop iphone smartphone	
color printer	89000	ipad tablet apple mac windows mobile computer mobile all-in-one 3 three 1	
wifi printer	60600	envy mfc-j690dw mfcj690dw j690dw mfc-j690 mfcj690 work smart	
multifunction printer	60100		
all in one printer	58700		
small printer	55600		
office printer	47400		
high yield ink	39200		
fax printer	35800		
computer printer	34900		
compact printer	34500		
desktop printer	33500		
home printer	31200		
iphone printer	30800		
smartphone printer	29600		
ipad printer	25700		
printer scanner copier	25500		
8.5 x 11" paper	23100		
cloud printer	22000		
duplex printer	21200		
laptop printer	16500		
mac printer	15900		
document printer	15800		
8.5 x 14" paper	13400		
small business printer	13300		
double-side printing	12800		
mobile printing	11600		
home office printer	10900		
duplex printing	10300		
pc printer	9600		
economical printer	8600		
tablet printer	6500		
apple airprint printer	6100		
dorm printer	5500		
college printer	4900		
printer for school	4700		
ios compatible printer	4600		
student printer	3700		
quick printer	3300		
legal size printer	3200		
quiet printer	2800		
home business printer	2200		
letter size printer	1700		
easy setup printer	900		
printer for apple devices	500		