

# Marketing Guidelines

## Compact Desktop Scanner Messaging & Positioning



**Models:** ADS-1200, ADS-1250W, ADS-1700W

**Main Message:** Brother compact desktop scanners deliver productivity, reliability and simple operation in a compact, portable design perfect for the small office/home office workspace.

**Headline Concepts:** Simplified Scanning Virtually Anytime, Anywhere.

### Positioning Statement

The new Brother compact desktop scanners pack performance, reliability and simple operation into a portable, compact design, delivering maximum productivity for home, home office and small office use.

### Elevator Pitch

Overwhelmed with paper? Hanging on to physical documents and files that you may or may not need again? Over time, paper documents can become difficult to manage. Scanning important documents enables you to find them easily, store them securely and access them anytime from virtually anywhere. Document scanning is the perfect solution to help you reduce paperwork and create a more efficient and productive environment for your home, home office or small office. The new line of Brother compact desktop scanners is ideal for helping you digitize documents for easier and more secure storage and retrieval.

### Message #1: Portability and Compact Design

Digital documents have become a modern convenience offering an efficient way to store, retrieve and share important information. The small footprint, 11.7" (W) x 3.9" (D) x 3.4" (H), and light weight, only 3.3 lbs., make the new Brother scanners easily portable and ideal for home or professional users that need to scan documents from virtually anywhere. Perfect for the home user or on-the-go professionals including accountants, drivers, consultants, tutors, building contractors, service providers, salespeople and more.

### Message #2: Productivity

Digitizing documents helps to make it easy to reference, organize, retrieve and protect the integrity of your files and critical documents. This can help lead to more efficient administration and minimizes the need for costly and space-consuming file folders and filing cabinets. Digital files provide easy reference and helps eliminate the time spent searching for paper documents that can easily get misfiled or accidentally discarded. Utilizing scanned documents for sharing information cuts down on the need to copy and mail documents which translates into cost savings. A compact, desktop scanner from Brother is a perfect addition to your home, home office or small office and help contribute to your overall efficiency. For increased productivity, Brother scanners offer multi-page automatic document feeders so that you can quickly scan multiple and multi-page documents. Brother also lets you scan to a variety of file destinations and cloud services as well as create simple workflow applications via Brother iPrint&Scan to meet your document scanning requirements. Image optimization lets you enhance scans with automatic color detection/adjustment, image rotation (PC only), bleed through/background removal, text enhancement and color drop.

### Message #3: Simplicity

Scanning documents has become easier than ever. Brother compact desktop scanners have been designed to streamline and simplify scanning operations and make scanning easy with a variety of features designed to facilitate the scanning process. Features include: the ability to quickly scan and retrieve files without having to install any special software on the connected PC; Auto Start Scan for automatic scanning to pre-configured destinations just by dropping the paper into the feeder; plus a dedicated card slot that lets you easily scan plastic cards.

\*Not all features are available on all models.

# ADS-1250W

Wireless Compact Desktop Scanner

**brother**  
at your side

**Product Model Name:** ADS-1250w

**Product Title:** Wireless Compact Desktop Scanner

**Overview:** [for Utilize Marketing Description section, max characters: 3600, approx. 500 words]

## ADS-1250w:

The Brother ADS-1250w wireless desktop scanner is ideally suited for small office/home office professionals with its compact design and portability. The ADS-1250w offers a single-pass, duplex, color and black/white scan speeds of up to 25ppm<sup>1</sup>, a 20-page capacity auto document feeder, and wireless scanning to PC and mobile devices<sup>3</sup>.

## Compatible with the way you work

The compact size and simple workflow applications of the ADS-1250w, combined with its fast scan speeds and image optimization features, make it a perfect fit for the home or small office.

## Simple and easy-to-use

Use your laptop to power the ADS-1250w when connected with a USB 3.0 cable (not included) and retrieve files without having to install any special software on the connected PC.

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

- 1. Fast scan speeds.** Scans single and double-sided, color and black and white documents in a single pass at up to 25 ppm<sup>1</sup>.
- 2. Portable and convenient power.** Compact design and powering through a USB 3.0 connection to a laptop or PC makes it highly portable for mobile professionals<sup>7</sup>.
- 3. Handles a variety of documents automatically.** Easily scan documents up to 34" long, plastic cards, receipts and photos through the 20-page capacity auto document feeder.
- 4. Connect your way.** Wireless scanning directly to PC and mobile devices<sup>3</sup> plus USB 3.0 interface for local connections.
- 5. Compatible with the way you work.** Supports multiple "Scan-to" destinations such as File<sup>2</sup>, OCR<sup>2</sup>, Email, Mobile Devices<sup>3</sup> and USB flash memory drive to help optimize your business processes.
- 6. Scan to mobile devices.** Scan to compatible mobile devices<sup>3</sup> using the free Brother iPrint&Scan app.
- 7. Versatile scanning.** Dedicated card slot makes scanning plastic cards quick and easy.
- 8. Optimizes images and text for storage/classification.** Enhances scans with automatic color detection/adjustment, image rotation (PC only), bleed through/background removal, text enhancement, color drop.
- 9. Do more with bundled software.** The included software suite provides document management and OCR software<sup>6</sup>.
- 10. At your side support.** 1 year limited warranty and free online, call, or live chat technical support for the life of your product.

### Disclaimers:

1. Color and monochrome scan speed, LTR at 300dpi.
2. When connected to a PC with applicable software.
3. Requires connection to wireless network.
4. USB flash memory drive sold separately.
5. Drivers and bundled software available via download on manufacturer's website. Internet connection required. Refer to User Guide for more information.
6. Features dependent upon downloaded driver and software. Bundled document management programs downloaded separately on manufacturer's website. Internet connection required. Refer to User Guide for more information.
7. Requires USB 3.0 compatible PC and cable (not included).

## Marketing Copy

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### 100-words:

The Brother ADS-1250w Wireless Compact Desktop Scanner with 20-page capacity auto document feeder quickly scans single and double-sided, color and black and white documents up to 25ppm<sup>1</sup> in a single pass over Wi-Fi or through a local USB connection. It can be powered through a USB 3.0 connection to your laptop or PC, making it highly portable for the mobile professional. A dedicated card slot supports scanning of documents, receipts and photos, as well as plastic cards through a dedicated card slot, and scans to multiple destinations including File<sup>2</sup>, OCR<sup>2</sup>, Email, Cloud services<sup>6</sup>, Mobile Devices<sup>3</sup>, and USB flash memory drive<sup>4</sup>. The ADS-1250w is compatible with Windows, Mac<sup>®</sup> and Linux<sup>®</sup> and supports TWAIN, WIA, ICA and SANE drivers<sup>5</sup>.

#### Disclaimers:

1. Color and monochrome scan speed, LTR at 300dpi.
2. When connected to a PC with applicable software.
3. Requires connection to wireless network.
4. USB flash memory drive sold separately.
5. Drivers and bundled software available via download on manufacturer's website. Internet connection required. Refer to User Guide for more information.
6. Requires internet connection and account with desired cloud service.

### 50-words:

The Brother ADS-1250w Wireless Compact Desktop Scanner automatically scans up to 25ppm<sup>1</sup> color and black and white documents in a single pass over Wi-Fi or through a local USB connection. The ADS-1250w handles plastic cards through its dedicated card slot, as well as receipts and photos, all in a compact, portable design.

#### Disclaimers:

1. Color and monochrome scan speed, LTR at 300dpi.

### 25-words:

The Brother ADS-1250w Wireless Compact Desktop Scanner quickly scans up to 25ppm<sup>1</sup> color and black and white documents and photos, all in a portable design.

#### Disclaimers:

1. Color and monochrome scan speed, LTR at 300dpi.

## Print / Online Ad Bullets

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

1. Up to 25ppm<sup>1</sup> color scanning
2. 20-page capacity auto document feeder
3. Wireless scanning directly to PC
4. Scan to Mobile via Brother iPrint & Scan<sup>2</sup>

#### Disclaimers:

1. Color and monochrome scan speed, LTR at 300dpi.
2. Requires connection to wireless network.

## Images

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Contact your Brother Sales Representative for product images.

Product Web Page and Lifestyle images available.

## ADS-1200

### **All Keywords:**

desktop scanner; small desktop scanner; compact desktop scanner; personal desktop scanner; duplex desktop scanner; portable scanner; compact portable scanner; duplex portable scanner; portable color scanner; document scanner; desktop document scanner; portable document scanner; office document scanner; small document scanner; duplex document scanner; business document scanner; desk document scanner; receipt scanner; desktop receipt scanner; portable receipt scanner; small receipt scanner; business receipt scanner; photo scanner; desktop photo scanner; portable photo scanner; small photo scanner; compact photo scanner; credit card scanner; scanner; duplex scanner; receipt scanner; ADS-1200 scanner; ADS-1200 desktop scanner; ADS-1200 portable scanner; ADS-1200 compact scanner; ADS 1200; ADS1200

### **Amazon Backend Keywords:**

desktop; scanner; small; compact; personal; duplex; portable; color; black; white; document; office; business; desk; receipt; photo; credit; card; ADS-1200; ADS; 1200; ADS1200; home; professional; mobile; usb; double; side; auto; feed; plastic; slot; windows; mac; linux; pc; scan; 25ppm; economical; 20; page; paper; brther; brothr

## ADS-1250W

### **All Keywords:**

desktop scanner; wireless desktop scanner; small desktop scanner; compact desktop scanner; personal desktop scanner; duplex desktop scanner; portable scanner; wireless portable scanner; compact portable scanner; duplex portable scanner; portable color scanner; document scanner; desktop document scanner; portable document scanner; wireless document scanner; office document scanner; small document scanner; duplex document scanner; business document scanner; desk document scanner; receipt scanner; desktop receipt scanner; portable receipt scanner; wireless receipt scanner; small receipt scanner; business receipt scanner; photo scanner; desktop photo scanner; portable photo scanner; small photo scanner; compact photo scanner; credit card scanner; scanner; duplex scanner; ADS-1250w scanner; ADS-1250w desktop scanner; ADS-1250w portable scanner; ADS-1250w wireless scanner; ADS 1250 w; ADS1250w; ADS-1250-w; ADS1250 w; ADS-1250 w

### **Amazon Backend Keywords:**

desktop; scanner; wireless; small; compact; personal; duplex; portable; color; document; office; business; desk; receipt; photo; credit; card; ADS-1250w; ADS; 1250; w; ADS1250w; ADS-1250-w; ADS1250; ADS-1250; home; wifi; wi-fi; professional; mobile; usb; double; side; auto; feed; plastic; slot; windows; mac; linux; pc; scan; paper

## ADS-1700W

### **All Keywords:**

desktop scanner; wireless desktop scanner; small desktop scanner; compact desktop scanner; personal desktop scanner; duplex desktop scanner; portable scanner; wireless portable scanner; compact portable scanner; duplex portable scanner; portable color scanner; document scanner; desktop document scanner; portable document scanner; wireless document scanner; office document scanner; small document scanner; duplex document scanner; business document scanner; desk document scanner; receipt scanner; desktop receipt scanner; portable receipt scanner; wireless receipt scanner; small receipt scanner; business receipt scanner; photo scanner; desktop photo scanner; portable photo scanner; small photo scanner; compact photo scanner; credit card scanner; scanner; duplex scanner; ADS-1700w scanner; ADS-1700w desktop scanner; ADS-1700w portable scanner; ADS-1700w wireless scanner; ADS 1700 w; ADS1700w; ADS-1700-w; ADS1700 w; ADS-1700 w

### **Amazon Backend Keywords:**

desktop; scanner; wireless; small; compact; personal; duplex; portable; color; document; office; business; desk; receipt; photo; credit; card; ADS-1700w; ADS; 1700; w; ADS1700w; ADS-1700-w; ADS1700; ADS-1700; home; wifi; wi-fi; professional; mobile; usb; double; side; auto; feed; plastic; slot; windows; mac; linux; pc; scan; paper

### Specifications:

|  |   |
|--|---|
| Scanner Type                             | Dual CIS  |
| Standard Interfaces                      | Wireless 802.11 b/g/n, Micro USB 3.0  |
| Simplex Scan Speeds <sup>1</sup>         | Up to 25ppm (color and mono)  |
| Duplex Scan Speeds <sup>1</sup>          | Up to 50ipm (color and mono)  |
| Paper Input Capacity                     | Up to 20 sheets   |
| Document Size (maximum)                  | 8.5" (W) x 34" (L)  |
| Document Size (minimum)                  | 2.0" (W) x 2.76" (L)  |
| Display                                  | No  |
| Scan Resolution (maximum)                | Optical: Up to 600 x 600 dpi<br>Interpolated: Up to 1200 x 1200 dpi   |
| Color Bit Depth                          | 48 bit int. / 24 bit ext.   |
| Grayscale Bit Depth                      | 256 levels  |
| Scan to Capability                       | File <sup>2</sup> , Image <sup>2</sup> , OCR <sup>2</sup> , Email, Mobile Devices <sup>3</sup> and USB flash memory drive |
| Operating System Compatibility           | Windows 10, Windows 8/8.1, Windows 7(SP1), Windows XP(SP3)<br>Mac® OS X v10.11.6, 10.12.x, 10.3.x<br>Linux                |
| Mobile Device Compatibility <sup>3</sup> | Brother iPrint&Scan   |
| USB Direct Interface                     | Yes   |
| Driver Compatibility                     | TWAIN, WIA, ICA, SANE   |
| Daily Duty Cycle <sup>5</sup>            | Up to 1,000 scans/day   |
| Power Source                             | AC-powered (110-120 V)  |
| Power Consumption                        | Approx. 9W (Scanning)<br>Approx. 4.2W (Ready Mode)<br>Approx. 1.4W (Sleep Mode)   |
| ENERGY STAR® Certified                   | Yes   |
| Included Software <sup>4</sup>           | Power PDF, Nuance® PaperPort® 14 SE, Brother iPrint&Scan  |
| Warranty                                 | 1-year limited warranty   |

### Supplies & Accessories\*:

|            |  |
|------------|--|
| PUR-2001C* | Pick-up Roller (approx 100,000 scans)♦ |
| SP-2001C*  | Separation pad (approx 10,000 scans)♦  |

### Setup Information:

|                          |                                 |
|--------------------------|---------------------------------|
| UPC Code                 | 012502651970                    |
| Unit Dimensions          | 11.7" (W) x 3.9"(D) x 3.4" (H)  |
| Unit Weight              | 3.3 lbs.                        |
| Carton Dimensions        | 19.3" (W) x 15.5"(D) x 8.9" (H) |
| Carton Weight            | 6.2 lbs.                        |
| Pallet Quantity          | 30                              |
| Pallet Tiers             | 5                               |
| Pallet Quantity per Tier | 6                               |
| Pallet Size              | 46.5" (W) x 38.6" (L)           |
| Pallet + Carton Height   | 49.5"                           |
| Pallet + Carton Weight   | 661 lbs                         |
| Country of Origin        | China                           |
| Tarrif / Harmonized Code | 8471.60.8000                    |

### Carton Contents:

|                            |
|----------------------------|
| Brother ADS-1250W Scanner  |
| AC Adapter                 |
| Quick Setup Guide          |
| Warranty Sheet             |
| Product Registration Sheet |



#### 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](http://www.brotherearth.com)

#### Scannable Barcode:



12502651970

\* Additional purchase required  
♦ Approximate page yield. May vary by type of use.  
1 Color and monochrome scan speed, LTR at 300dpi.  
2 When connected to a PC with applicable software.  
3 Requires connection to wireless network.  
4 Features dependent upon downloaded driver and software. Bundled document management programs downloaded separately on manufacturer's website. Internet connection required. Refer to User Guide for more information.  
5 Maximum number of scanned pages per day can be used to compare designed durability between like Brother products. For maximum product life, it is best to choose a scanner with a daily duty cycle that exceeds your requirements.