

MFC-J4510DW Business Smart™ Series Inkjet All-in-One



The Ultimate Combination of Features and Design

brother®
at your side



The Ultimate Combination!

The Brother™ Business Smart™ Series is big on features, small on size.

Choosing a color inkjet all-in-one used to be all about compromise. Fast print speed? Something compact to fit your workspace? Low-cost printing? Instead of settling for a bulky machine with a lot of features or a small machine with not enough capabilities, now you can have it all with the Brother Business Smart™ MFC-J4510dw.

Don't compromise. The Brother Business Smart™ MFC-J4510dw gives you the ultimate combination of speed, compact size and low-cost printing in a stylish, sleek design.

Landscape Print Technology: The New Direction In Printing

To create the new Business Smart™ Series, Brother redesigned the hardware, software and ink cartridges. This new design allowed us to introduce our innovative **Landscape Print Technology**, which stores and feeds paper in a landscape orientation.

Fully Integrated, Sleek Design.



Sleek, modern color inkjet all-in-one that not only fits on your desk, but looks great too. The Brother Business Smart™ MFC-J4510dw features an eye-pleasing design and absolutely no protruding parts when not in use.

Nobody Said You Can't Have It All.

Fastest Speed in its Class¹

With printing speeds up to 20ppm (black) / 18ppm (color)² you won't waste your valuable time waiting for printouts.

Smallest Footprint in its Class¹

Conserve workspace with a compact design that's up to 35% smaller footprint than bulky competing models¹. Plus there are no protruding parts when not in use.

Low Cost Printing

Super high yield (XXL Series) replacement ink cartridges help reduce your cost per page. Print up to 1,200 pages per cartridge³.

Intuitive TouchScreen Display

Easy-to-use Swipe – Tap – Drag 3.7" TouchScreen display. Intelligent TouchPanel only displays the keys you need.

Prints up to 11" x 17" pages

Innovative Landscape Print Technology lets you print on up to 11" x 17" paper (via bypass tray) from a machine roughly the same size as the page!



More Value-Added Features:

Print Wirelessly

Print over a WiFi connection from a PC or mobile device⁴. Compatible with AirPrint™, Brother™ iPrint&Scan, Google Cloud Print™, Cortado Workplace, and Wi-Fi Direct.

Duplex (2-sided) Printing

Print on both sides of a sheet of paper to help save paper, money and time. Less waste and less time replacing paper.

Automatic Document Feeder

Lets you feed up to 20 pages at a time. More convenient than single sheet scanning, copying and faxing.

Lifetime Free Phone Support

We stand behind our products 100% with a 2-year limited warranty and free technical support for the life of the product.

¹ Based on competing in-class inkjet models with an estimated street price under \$200. Competitive data gathered from manufacturer websites and third party industry sources (as of July 2012).

² PPM is based on printing in FAST mode and excludes printing of first page and will depend on a variety of factors. ISO print speed based on ISO/IEC 24734. See www.brother-usa.com/printspeed for details.

³ Approximate page yields in accordance with ISO/IEC 24711. For more information, see www.brother.com/pageyield. LC105/107 XXL Series inks require additional purchase.

⁴ Requires connection to a wireless network. See www.brother.com for details, availability, and mobile device compatibility.



MFC-J4510dw Business Smart™ Series Inkjet All-in-One

The MFC-J4510dw was completely redesigned with innovative Landscape Print Technology to create the Ultimate Combination of fast print speeds, a small footprint, and low cost printing. This inkjet all-in-one features an intuitive swipe – top – drag TouchScreen display for easy menu navigation. It also prints up to 11" x 17" documents via the bypass tray. Includes multiple wireless printing options. Built with a modern design, this sleek printer has no protruding parts when not in use.

Specifications:

Print Technology	4-cartridge Color Inkjet
LCD Display (type/size)	3.7" Swipe TouchScreen Display plus TouchPanel
Paper Size (maximum)	Paper Tray: Up to 8.5" x 11" (letter size) Bypass Tray: Up to 11" x 17" (ledger size)
Print Speed (maximum)*	Black (Fast Mode): Up to 35ppm Color (Fast Mode): Up to 27ppm Black (ISO/IEC 24734): Up to 20ppm Color (ISO/IEC 24734): Up to 18ppm
Print Resolution (maximum)†	Up to 6000x1200 dpi
Duplex Printing Capability	Yes (up to 8.5" x 11")
Borderless Printing Capability‡	Yes
Paper Input Capacity (maximum)	Up to 150 sheets
Auto Document Feeder	Up to 20-pages
Standard Interfaces†	USB, Ethernet, Wireless (802.11b/g/n), Wi-Fi Direct™
Copy Speed (maximum)*	Black (ISO/IEC 24735): Up to 12ppm Color (ISO/IEC 24735): Up to 9ppm
Copy Resolution (maximum)†	Up to 1200 x 1200 dpi
Copy Reduction/Enlargement	Yes, 25% to 400%
Copy Options	Stack, Sort, N-in-1, ID copy, Fit to Page, Book Copy, Auto Deskew, Watermark Copy, Background Color Removal, Poster
Scanner Type	Color Flatbed with ADF
Document Glass Size	Letter size (8.5" x 11.7")
Scan/Copy Size (maximum)	Legal size (8.5" x 14") via ADF
Scan Resolution (maximum)†	Optical: Up to 2400 x 2400 dpi Interpolated: Up to 19200 x 19200 dpi
Scan To Capability	Email, OCR, Image, File, USB Memory & Media Card*, FTP, Network, Email Server (Download)
Fax Modem	33.6K bps
Fax Page Memory (maximum)†	Up to 200 pages
Speed Dial Locations	100 x 2
PC Fax Capability¹	Yes
Web Connectivity²	FACEBOOK™, PICASA WEB ALBUMS™, FLICKR™, GOOGLE DOCS™, EVERNOTE®, DROPBOX
Operating Systems Compatibility‡	Windows® 7, Windows Vista®, Windows® XP Home, Windows® XP Professional, Windows Server® 2003, Windows Server® 2003 R2, Windows Server® 2008, Windows Server® 2008 R2 Mac OS X® v10.5.8, 10.6.x, 10.7.x
Mobile Device Compatibility‡	AirPrint™, Google Cloud Print™, Brother™ iPrint&Scan, Wi-Fi Direct™ & Cortado Workplace
Warranty	2-year limited warranty with free phone support for the life of the machine

Key Features at a Glance:

- Help improve productivity with fast ISO print speeds up to 20ppm black / 18ppm color (ISO/IEC 24734)*
- Easy-to-use tap, drag & swipe 3.7" TouchScreen plus TouchPanel Display
- Super high yield (XXL Series) replacement ink cartridges for low cost printing*
- Impressive 11" x 17" document printing via bypass tray
- Landscape Print Technology allowing a more compact machine size
- Convenient up to 20-page automatic document feeder plus 150-sheet capacity paper tray³
- Save paper with 2-sided printing‡
- Easy-to-setup wireless (802.11b/g/n) or Ethernet networking
- Mobile device printing including AirPrint‡
- 2 Year Limited Warranty & Free Phone Support

Supplies & Accessories*:

LC107BK	Super High Yield (XXL Series) Black Ink Cartridge (approx. 1200 pages)▲
LC105C	Super High Yield (XXL Series) Cyan Ink Cartridge (approx. 1200 pages)▲
LC105M	Super High Yield (XXL Series) Magenta Ink Cartridge (approx. 1200 pages)▲
LC105Y	Super High Yield (XXL Series) Yellow Ink Cartridge (approx. 1200 pages)▲
LC103BK	High Yield (XL Series) Black Ink Cartridge (approx. 600 pages)▲
LC103C	High Yield (XL Series) Cyan Ink Cartridge (approx. 600 pages)▲
LC103M	High Yield (XL Series) Magenta Ink Cartridge (approx. 600 pages)▲
LC103Y	High Yield (XL Series) Yellow Ink Cartridge (approx. 600 pages)▲



Logistics Information:

UPC Code	012502633105
Unit Dimensions	18.9 x 11.4 x 7.3
Unit Weight / Carton Weight	20.5 lbs / 25.1 lbs
Carton Dimensions	22.2 x 10.3 x 14.8

* PPM speed is based on printing in FAST mode and excludes time to complete first page and will depend on a variety of factors. ISO print speed is based on ISO/IEC 24734. ISO copy speed is based on ISO/IEC 24734. For more information about print speed methodology, see www.brother-usa.com/printspeed.

† Resolutions are listed vertical by horizontal dpi.

‡ Borderless not available on duplex.

† Cables not included.

† See System Requirements at www.brother.com.

‡ Requires connection to a wireless network. See www.brother.com for details, availability, and mobile device compatibility. The Brother™ iPrint&Scan free app download is not available in all countries.

• Black and white only. Based on ITU-T Test Chart No. 1 at standard resolution with MMR compression.

¹ PC-Fax Send Only for Mac® users.

² See www.brother.com for more details.

• Additional purchase required.

▲ Approximate page yields in accordance with ISO/IEC 24711. For more page yield information see www.brother.com/pageyield. Actual yield of starter cartridge will be approx. 65% of replacement LC103 series, due to ink system initialization process.

³ Up to letter/A4 only.



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