

BROTHER'S MOBILE PRINTER "TAKES OFF" IN DIXONS

Submitted by: Staniforth Communications (Manchester)

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Brother UK has struck a deal with Dixons Airport Stores to sell its Bluetooth mobile printer, MPrint.

The pocket-sized printer – designed for use on the move with PDAs and lap top computers – is the first Brother product to be listed in the electrical retailer's 18 tax-free airport outlets.

Selling at £199.00, the MPrint is the latest addition to Dixon's range of popular computer accessories and add-ons.

Launched in January this year, the MPrint's Bluetooth version is now catching the imagination of the UK's mobile workforce, according to Brother UK's retail channel manager, Sean O'Brien:

"Having the Bluetooth facility for MPrint has made a big difference this year, with the ever-growing interest in and take-up of Bluetooth-enabled products."

Brother has supplied each of the Dixons stores with a staff familiarisation pack, enabling them to provide live demonstrations of how the MPrint works with PDAs.

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