

The Brother MFC-8950DW

versus Lexmark MX511de



The MFC-8950DW proves superior to the Lexmark MX511dhe, offering a lower purchase price, lower power consumption and a more environmentally friendly design.



- ✓ “Highly Recommended” by BLI
- ✓ Significantly lower purchase price
- ✓ Strong feature set including wireless networking and twice the paper supply for about €90 less than the Lexmark model
- ✓ Lower power consumption for even greater savings
- ✓ Brother iPrint&Scan includes Windows phone support and scan-from-mobile device simplicity

Certified “Highly Reliable” and “Highly Recommended” by BLI



When subjected to BLI’s rigorous lab testing, the MFC-8950DW received BLI’s “Highly Recommended” rating, demonstrating flawless reliability by producing 50,000 impressions without a single misfeed or required service. Other key strengths of the MFC-8950DW include standard wireless connectivity, standard automatic duplex printing, very good overall image quality and a low purchase price, according to BLI. A testament to its robust design and excellent performance, the MFC-8950 Series was awarded a coveted Winter 2013 BLI “Pick” award as Outstanding A4 Monochrome MFP for Small Workgroups.

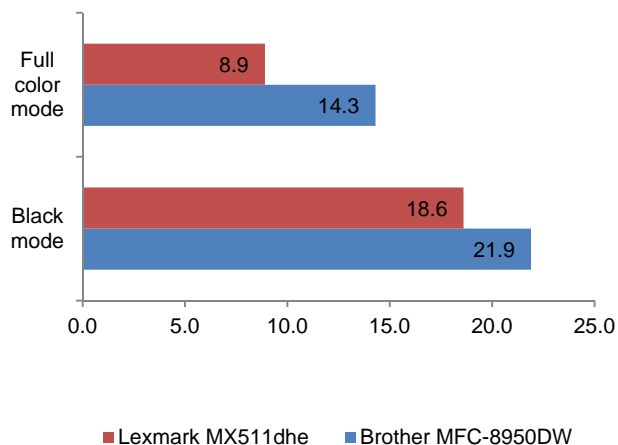
“In spite of its low price tag, the MFC-8950 includes a robust feature set, with standard fax and wireless interface. Adding even more value is the full-featured scanning, support for printing from mobile devices via AirPrint and Brother’s iPrint&Scan app, and a touchscreen display that features Web Connect, which lets users access Google Drive, Evernote and Dropbox accounts right at the panel.”

--Lynn Nannariello, BLI’s assistant managing editor

Faster Scan Speeds Mean Less Waiting

Scanning is becoming increasingly important in business environments, letting workers distribute documents without wasting paper. In BLI lab testing, the MFC-8950 proved as much as 5.4 impressions per minute faster than the MX511de when scanning two-sided documents, in both black and full-color modes.

Tested Scanning Speeds for Two-Sided Documents



Data from BLI’s Lab Test Reports on both models. The tested document was scanned to email at 300 dpi resolution.

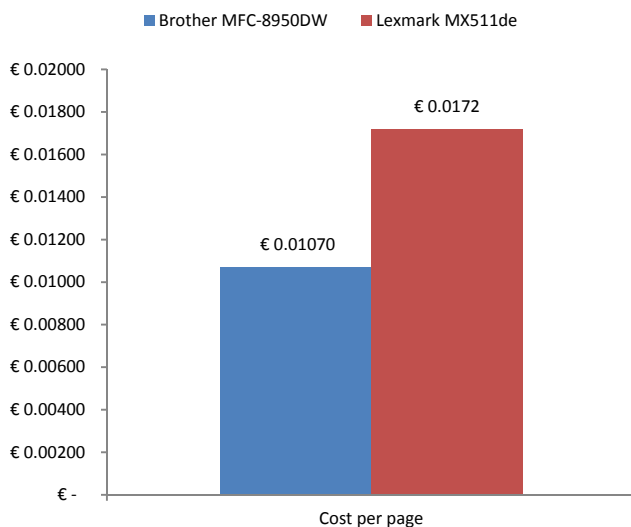
Get More Value with the MFC-8950DW

Low Purchase Price and Better Feature Set Saves Users Money Upfront

The Brother MFC-8950DW starts out priced 38.3 percent less than the Lexmark MX511dhe. Not only is the MFC-8950DW's base price lower than that of the MX511dhe, but the Brother unit includes a wireless interface (optional for the Lexmark model) and a 500-sheet paper supply (the Lexmark model comes standard with a 250-sheet supply). Once those options are added, users could almost buy two MFC-8950DWs for the price of one Lexmark device!

	Brother MFC-8950DW	Lexmark MX511de
Base Price*	€699	€889.92
Wireless interface	No charge	€ 83.19
500-sheet total paper supply	No charge	€ 125.21
Memory upgrade	€301.67	Not required
Total	€ 1,000.67	€ 1,098.32

Prices provided for the German market in Euros, based on BLI's extensive product specification database.



Lower Cost Per Page Saves Money with Every Print

BLI's lab testing determined that the Brother MFC-8950DW offers a cost per page that's about 38% lower than that of the Lexmark model, so users save money with every page they print.

Data from BLI Lab Test Reports. CPP based on pricing supplied by the manufacturers, BLI's toner yield testing, using the ISO 19752 test document printed in default mode and Brother's rated yield for the drum.

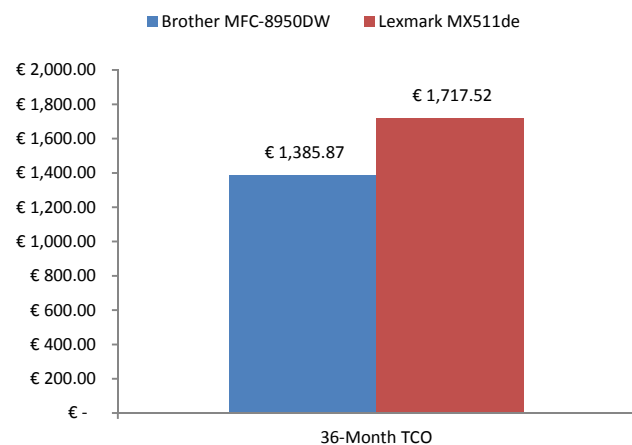
Save even more over time with the Brother MFC-8950DW

Over Time The Savings Really Add Up

Adding it all up to determine total cost of ownership, buyers must consider the upfront investment, cost per page and the typical number of pages printed to determine a printer's total lifetime costs.

Because the Brother unit costs about half of what the Lexmark MX511de does, users realize much greater savings up front. In the example depicted here, it's easy to see that, for printing up to 1,000 impressions per month over 36 months, the Brother MFC-8950DW is clearly a better value.

Estimated Lifecycle Cost (In German €)*



*Prices provided for the German market in Euros at time of BLI lab test report publication. CPP based on pricing supplied by the manufacturers, BLI's toner yield testing using the ISO 19752 test document printed in default mode, and rated yield for the drum kit. (CPP as determined by BLI; MFC-8950DW: €0.0107; MX511de: €0.0172) TCO is calculated for the base model. Based on one unit printing 1,000 pages monthly for 3 years.

Brother Lets You Print “Green” (And Save Money)

Greater Energy Savings Lowers Costs...

Business users don’t want to sacrifice performance to conserve resources. With the Brother MFC-8950DW, users get fast speeds and better energy efficiency than with the Lexmark MX511dhe. Because of its lower power consumption, especially idle and sleep modes (in which printers spend the majority of the time), the Brother model uses significantly less energy. In fact, the Typical Electricity Consumption (TEC) Value of the MFC-8950DW is 8 percent less than that of the Lexmark MX511dhe, so users not only pay a lot less money to buy the Brother model, they pay less to power it, too.

Rated Energy Use By Mode	Brother MFC-8950DW	Lexmark MX511dhe
Energy Used in Power Save Mode	1.6W	7W
Energy Used in Ready Mode	9.8W	14W
TEC Value	2.6 KWh	2.8 KWh

**Rated power use for each mode based on manufacturer specifications*

Rated 5 Stars for Environmental Performance



Received a Higher Rating in BLI’s Energy Testing

When both devices were subjected to BLI’s environmental testing, the MFC-8950DW received the highest rating (5 out of 5 Stars) overall, while the Lexmark MX511dhe earned only 4-1/2 Stars overall. Key advantages of the MFC-8950DW include lower than average projected annual energy consumption; blank-page removal in print mode to help reduce paper waste; toner-save mode in both print and copy modes to help reduce toner cost; and the fact that the unit faxes/scans without full machine warm-up.

As shown by BLI’s power testing, the Lexmark unit uses about 15% more energy than the Brother model; power cost and CO₂ are also considerably lower for the MFC-8950DW.

	Brother MFC-8950DW	Lexmark M511de
Overall Rating	★★★★★	★★★★☆
Energy Consumption And Costs	★★★★★	★★★★☆
Projected Annual Energy Consumption	67.3536 kWh	77.4672 kWh
Projected Annual CO2 Emissions	27.2 kg	31.3 kg
Projected Annual Energy Cost	9.50 €	10.92 €

Based on BLI lab testing Included in the projection is the cost of power for the device while in sleep mode and over the weekend. The energy costs are based on 2009 rates for the United States and Canada, and 2008 rates for the United Kingdom and Germany, as follow: USD: \$0.1061; GBP: £0.1033; German Euro: € 0.1410; CDN: \$0.1067. These values are multiplied by the kWh to arrive at a cost per kWh. Based on 60,192 impressions per year—actual usage may vary.

Award-Winning Environmentally Friendly Design

During BLI’s real-world environmental job stream test, the 42-ppm Brother MFC-8950 Series consumed a whopping 41 percent less energy than the competitive average at the time of testing, making it one of the most energy-efficient models and earning the device BLI’s “Outstanding Achievement” recognition.

“BLI is proud to honor the MFC-8950 Series with this award, which helps to further promote not only the energy-saving technologies available to A4 monochrome MFPs in the small workgroup market, but also the general idea of environmental awareness. Brother’s technological accomplishment in this market is truly something to emulate.”

-- Lisa Reider, BLI senior product editor for environmental testing



Brother International Europe Ltd.
MFC-8950 (Wired) Series/DCP-8250DN

Outstanding Achievement
in Energy Efficiency

Advanced printing for mobile workers



For workers on the go, printing important documents from mobile phones and tablets can be challenging. Brother iPrint&Scan is a free downloadable app for Android, Apple® iOS and Windows Phone devices that provides mobile printing and scanning functionality when linked with compatible Brother printers and MFPs.

Brother's iPrint&Scan app offers key advantages over Lexmark, including the a wider range of supported file formats, a greater choice of languages, support for Windows phones and the ability to print via a Bluetooth connection. Even better, when working with MFPs on the network, the Brother app allows scanned documents to be emailed, saved to iCloud or stored on the mobile device; these capabilities are not available from the Lexmark mobile print solution.

BLI's evaluation praised Brother iPrint&Scan for being easy to download and install, offering support for Microsoft formats, a Google Drive storage feature and a file-sharing feature that allows document transfer between the workstation and mobile device.

	Brother iPrint&Scan App v 3.5	Lexmark Mobile Printing App
Client PC operating systems supported	iOS 5.0 or later Android 2.2 or later Windows Phone OS 7.0, 7.5, 8.0	iOS 5.0 or later
Languages supported	English, French, Italian, German, Spanish, Chinese (simplified & traditional), Danish, Dutch, Finnish, Japanese, Korean, Norwegian, Portuguese, Swedish	English, French, German, Italian, Japanese, Korean, Chinese (simplified & traditional), Spanish
Print from Windows Mobile devices	Yes	No
What requirements does a printer/MFP need to meet to be compatible	Connection to a wireless network via Wi-Fi or Ethernet	IPP network printing and must include Direct image printer language
Print via Bluetooth connection	Yes	No
File formats supported for printing	Email (Android/Kindle Fire using a Gmail account only), png, ppt, pdf, jpg, tiff, txt, Word, Excel	Pdf, jpg, tiff
Supports preview of the document on the mobile device before sending the file to the printer	Yes	No
Scan directly to mobile device	Yes	No
Scan to e-mail using mobile device app	Yes	No
Scan to cloud repository using mobile device app	Yes	No
Files formats supported for scanning	pdf, jpeg	Not applicable
Allows user to select/change scan attributes at mobile device	Yes	No

Key Specifications At-A-Glance

	Brother MFC-8950DW	Lexmark MX511dhe
Black Speed (ppm)	40	42
Standard paper capacity	500 sheets	250 sheets
Document feeder	50-sheet DSPF	50-sheet RADF
Copy resolution	1200 x 600 dpi	600 x 600 dpi
Scan resolution	1200 x 1200 dpi	1200 x 600 dpi (black); 600 x 600 dpi (color)
Scan to searchable PDF	Standard	No
Internet/network fax	Standard/standard	No/optional
Wireless interface	Standard	Optional