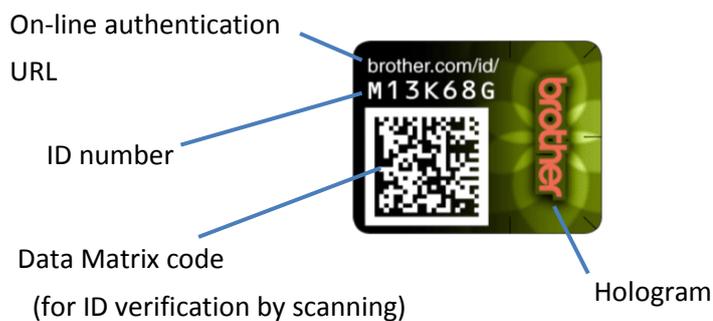


## Understanding the Hologram Security Label on Brother Genuine Supply Packaging - Frequently Asked Questions

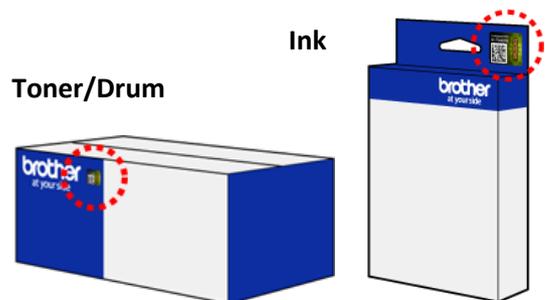
### What is the Hologram Security Label on the Brother Genuine Supply Packaging?

The hologram security label shown below is a high-tech protection feature that is affixed to only genuine Brother supply packaging. It helps protect against purchasing counterfeit products that can damage your printer. Use the hologram image and the ID number on the hologram to verify that your product is truly a genuine Brother supply.

#### < Hologram Security Label >



#### <Position of the label on the packaging> (Depending on the models)



\* Please refer to the on-line authentication page at <http://www.brother.com/id> for verification details.

## Questions and Answers

|    | QUESTION   | ANSWER   |
|----|--|--|
| Q1 | <p>What is the small hologram label on supply cartons for?</p>  | <p>This security label is on genuine Brother supplies. You can check the hologram and verify the ID number in order to identify that it is a genuine Brother supply.</p> <p>Hologram:<br/>Please refer to the following website <a href="http://www.brother.com/id">http://www.brother.com/id</a> to see how to perform a check. (This link goes to the on-line authentication page.)</p> <p>ID verification:<br/>You can read the Data Matrix code on the label with your smartphone via a Data Matrix code reader app or go to the on-line authentication page at <a href="http://www.brother.com/id">http://www.brother.com/id</a> and input the ID number.</p> |
| Q2 | <p>I found the label without an ID number.<br/>/The label does not look like the example.</p>  | <p>The new hologram label was revised and added to genuine Brother supply cartons that were produced as of September 2013. The older label was on supply cartons produced prior to this date.</p> <p>&lt;Below is an example of the old security label design&gt;</p>   |
| Q3 | <p>Which supplies have the security label on the packaging?</p>  | <p>The security label is on all ink, toner and drum packaging with the exception of supplies for the Japanese market and for the following models:<br/>HL-2460(N)(ON), HL-2600CN, HL-2700CN, HL-3450CN, HL-4000CN, HL-4200CN, HL-8050CN</p>  |
| Q4 | <p>My smartphone cannot read the Data Matrix code on the label.</p>  | <p>Please make sure that the code reader application is compatible with Data Matrix code. If not, please install an application compatible with Data Matrix code or go to the on-line authentication page at <a href="http://www.brother.com/id">http://www.brother.com/id</a> to verify the ID number.</p>  |

|    | QUESTION   | ANSWER  |
|----|--|---|
| Q5 | Do I need to install a specific app on my smartphone to read the Data Matrix code?     | Yes. If you don't have an app that is compatible with the Data Matrix code on your smartphone, you will need to install a new one and can be downloaded for free.   |
| Q6 | Authentication result :<br>"Authentic"   | The ID number you verified is valid.<br>You may also check the following:<br>1. Ensure package has not been tampered with.<br>2. Ensure the security label is not damaged or torn.<br>3. Confirm the security label is genuine. Go to the on-line authentication page at <a href="http://www.brother.com/id">http://www.brother.com/id</a> for further details. |
|    | Authentication result :<br>"Not Authentic"   | The ID number you verified is not valid, and the supply may not be Brother genuine.<br>From the authentication page, click on the " <b>Report to Brother</b> " link and let us know more information about your purchase.   |
|    | Authentication result :<br>"Verification unsuccessful"                                 | The ID number that was entered was not correct. Please double check that you entered the correct ID number and try again. The example below shows where the ID number is located on the label.<br>   |
|    | Authentication result :<br>"The validation service is unavailable due to maintenance." | Our server is currently undergoing maintenance at this time. Please try again in a few minutes.   |