

BUSINESS SMART
SERIES



All-in-One Office Wireless Inkjet Printer

Fast, efficient and reliable



PRINT



SCAN



COPY



FAX



WIRELESS

MFC-J5010DW

All-in-One Office Wireless Inkjet Printer

Designed for small offices that value speed, efficiency and reliability, the MFC-J5010DW combines MAXIDRIVE inkjet technology for exceptional print performance with premium high yield inks, easy connectivity, and Advanced Maintenance for hassle-free use.

MFC-J5010DW



Key features:

- Automatic 2-Sided print, scan, copy, fax
- Durable MAXIDRIVE print head
- Print up to 28 images per minute
- 2-Sided scanning up to 30 images per minute
- 6.8cm (2.7") Colour touchscreen
- Dual-band Wi-Fi® (2.4 and 5GHz), Gigabit Ethernet and USB
- Print directly from or scan to PC, mobile app and USB
- 250 Sheet paper input, manual feed slot, 50 Sheet Automatic Document Feeder (ADF)
- 150 Sheet paper output
- Comes with 700 black, 450 colour yield inks, 6,000 black, 5,000 colour maximum yield available

Fast and efficient

Boost efficiency with the MFC-J5010DW, combining fast print performance with automatic 2-sided print, scan, copy and fax to save time and reduce paper waste. An intuitive colour touchscreen ensures effortless navigation, while the high-yield premium pigment ink cartridges deliver outstanding quality while keeping running costs low.

Durable MAXIDRIVE print head

Brother's patented MAXIDRIVE print chip utilises advanced piezoelectric technology to precisely deliver ink at high power, enabling fast, consistent printing from a device built to last. Paired with premium pigment inks, the MFC-J5010DW produces continuous rich vibrant colours and text with clear definition.

Hassle-Free Advanced Maintenance

Enjoy uninterrupted printing with Brother's Advanced Maintenance that keeps your printer performing at its best. With Intelligent Check Technology, your printer automatically monitors ink jetting performance and detects when maintenance is needed, saving you time and effort. Meanwhile, Micro-Vibration Technology and the Multi-Port Suction System work together to prevent ink from drying, removing air bubbles to ensure a smooth, consistent ink flow for optimal print quality.

Secure by design

To keep pace with the ever-evolving legislation on privacy and data security, our devices offer the latest industry-standard security features to securely protect your data. The MFC-J5010DW is 'secure by design', using triple-layer security at a device, network and document level, offering added peace of mind, guaranteeing that the integrity of your data is maintained at every step.

Sustainability

We are proud to be taking meaningful steps to reduce our environmental impact. Ink cartridges have been designed with remanufacturing in mind, and the device incorporates approx. 27%⁴⁴ recycled plastics, helping to lower CO₂ emissions. Our award-winning moulded pulp packaging also replaces Expanded Polystyrene (EPS), making it environmentally friendly and easy to recycle.

Find out more: brother.eu/packaging

CONNECT for more control



Available to download

SUBSCRIBE to a better way to print



- Automatic ink delivery
- Flexible monthly print plans
- Extended printer warranty

Find out more at: **brother.eu/ecopro**

EcoPro subscription is not available in all countries, check your local country for availability



Supplies Ink Cartridges



LC527

1,300 BK, 900 CMY

LC527XL

3,000 BK, 2,000 CMY

LC528

6,000 BK, 5,000 CMY

General

Carton Contents

Machine, Inbox Cartridges, Power Supply Cord, Quick Set-Up Guide, Warranty Card, (PC interface cable NOT included)

Technology

MAXIDRIVE Piezo inkjet technology has 1680 channel pressure generating chambers for ink ejection on a single chip with smart print head sensing automatically³⁷ maintains perfect ink flow for consistently sharp, reliable prints

Memory

512MB internal

Processor

960 MHz

Machine Colour

Body: White
Control Panel: Black

Control Panel

6.8cm (2.7") Colour
Touchscreen LCD

Local Interface⁴⁵

Hi-Speed USB 2.0,
USB 2.0 Host (Front)

Wired Network Interface

Gigabit (10Base-T/
100Base-TX/1000Base-T)

Fax Interface

Telephone Line port
External Telephone Answering
Device port (TAD)

Wireless Network interface

2.4GHz: IEEE 802.11b/g/n
5GHz³⁸: IEEE 802.11a/n
(Infrastructure Mode),
Vertical Pairing

Wi-Fi Direct™

Print wirelessly¹⁶ without having to use a wireless access point (both automatic and manual methods supported)

Configurable Shortcuts

Add, delete, change up to 18 personalised shortcuts for quick and secure access to device functions

Print

Print Speed (A4)¹

Up to 28.0/26.0 ipm
(images per minute)

Print Speed 2-Sided (A4)¹

Up to 22.0/21.0 ipm
(images per minute)

Resolution

Up to 1,200 x 4,800 dpi
(Horizontal x Vertical,
dots per inch)

FPOT²

(First Print Out Time)

First Print out Time 4.7 seconds
colour, 4.5 seconds mono, from
ready mode and standard tray

Printer Functions

Print Head Sensor

The print head sensor monitors 1,680 nozzles for alignment and paper feed accuracy, supporting precise user-initiated calibration to maintain sharp, consistent print quality

Direct Print

Print directly from the front USB host port using a USB flash memory drive. Supported formats include; PDF 2.0, JPEG

Header Footer Print^{15,33}

Print the date, time, login user name, or custom text on your documents

N-up Printing^{15,33}

Reduce up to 2, 4, 9 or 16 pages into a single page

Poster Printing^{15,33}

Enlarge 1 A4 page into a poster using 4, 9 A4 pages

Watermark Printing^{15,33}

Watermark your documents with predefined or user-defined text

Reverse Print^{16,33}

Rotate the content of a printed document by 180°

Mirror Print^{16,33}

reverses the horizontal orientation of the page, producing a left to right inverted output relative to the original data

Booklet Print^{16,33}

A4 duplex documents in A5 booklet format

Borderless Print^{16,33}

Eliminate margins, print up to the edges of A4 paper. Ideal for photos and full-page graphics

Driverless Print Compatibility	Windows Modern Print Platform Ready Supports seamless, driverless printing via IPP for instant setup on Windows 10 (21H2+) and Windows 11 devices	Mopria™ Print common file types from supported Android mobile devices and Windows computers	Apple AirPrint Print common file types from any AirPrint enabled application
			ChromeOS™ Supports Work with Chromebook printing

Our printers support driverless printing across Windows, macOS, iOS, and Android devices for instant, secure, and hassle-free setup.

Paper Handling

Paper Input¹¹	Standard Tray 250 Sheets	Media Sizes Standard Tray A4, LTR, EXE, LGL, Folio, A5, A6, Photo (10 x 15cm / 4 x 6"), Indexcard (13 x 20cm / 5 x 8"), Photo-L (9 x 13cm / 3.5 x 5"), Photo-2L (13 x 18cm / 5 x 7"), C5, Com-10, DL Envelope, Monarch, Mexico Legal, India Legal	Media Weights Standard Tray 64 - 220gsm Manual Feed Slot 64 - 220gsm Auto 2-Sided Print 64 - 105gsm Automatic Document Feeder (ADF) 64 - 105gsm
	Manual Feed Slot 1 Sheet		
Paper Output¹¹	Automatic Document Feeder (ADF) 50 Sheets	Manual Feed Slot A4, LTR, EXE, LGL, Folio, A5, A6, Photo (10 x 15cm / 4 x 6"), Indexcard (13 x 20cm / 5 x 8"), Photo-L (9 x 13cm / 3.5 x 5"), Photo-2L (13 x 18cm / 5 x 7"), C5, Com-10, DL Envelope, Monarch, Mexico Legal, India Legal	Media Types Standard Tray Plain Paper, Recycled Paper, Inkjet Paper, Glossy Paper Manual Feed Slot Plain Paper, Recycled Paper, Inkjet Paper, Envelope, Glossy Paper Auto 2-Sided Print Plain Paper, Recycled Paper ADF Plain Paper, Recycled Paper Direct Print JPEG - Plain, Recycled, Inkjet, Glossy
	Paper Output¹¹ 150 Sheets A4		
		Automatic Document Feeder (ADF) Width: 105 - 215.9mm Length: 148 - 355.6mm Long Paper 900mm	
		Flatbed (Scanner Glass) Width: up to 215.9mm Length: up to 297mm	
		2-sided Print LGL, Folio, A4, LTR, EXE, A5, Mexico Legal, India Legal	
		2-sided Copy LGL, Folio, A4, LTR, A5, Mexico Legal, India Legal	

Copy

Copy Speed⁴

Up to 24.0 ipm mono,
14.0 ipm colour

Copy Speed 2-Sided⁴

Up to 18.0 ipm mono,
12.0 ipm colour

Resolution

Print up to 1,200 x 4,800dpi
Scan up to 600 x 600dpi
(Flatbed), 600 x 600dpi (ADF)
(Horizontal x Vertical,
dots per inch)

Copy Media Sizes

Width: 204mm (A4)
210mm (LTR)

FCOT⁶

6.8 Seconds colour, 5.8
seconds mono from ready mode
and standard tray

Copy Functions

Multi-Copying

Ensures that your copies are
organised in the correct order,
making it easier to manage large
documents. Makes up to 999
copies of each page

Enlargement/ Reduction Ratio

Reduce or Increase document
sizes from 25% to 400% in 1%
increments

N in 1 Copying

Allows the user to compress 2 or
4 pages on to a single A4 sheet

Fit to Page

Scales the copied image so that
it fits neatly onto the size of the
paper

Poster Copy

Enlarge a single original
document and print it over
several pages
(3 x 3, 2 x 2, 1 x 2)

Scan³

Scan Speed Standard

Single sided
A4 Colour and mono - 25.0 ipm
(Duplex)
A4 Colour and Mono - 30.0 ipm

Optical Scan Resolution

(Horizontal x Vertical,
dots per inch)

ADF Up to 600 x 600dpi (mono),
600 x 600dpi (colour)

Flatbed Up to
1,200 x 2,400dpi (mono),
1,200 x 1,200dpi (colour)

Interpolated Scan Resolution

Up to 19,200 x 19,200dpi
(Horizontal x Vertical,
dots per inch)

Scanner Type

Dual CIS (Contact Image Sensor)

Colour Depth

48 bit colour Processing (Input)
24 bit colour Processing (Output)

Grey Scale

256 levels (8 bit)

Scan Media Sizes

Width: 213.9mm
Length: 353.6mm

Scanner Functions

Windows³⁵

WIA

Macintosh

AirPrint Scanning
macOS 10.13.x or greater

Linux³⁵

SANE (32 & 64 bit editions)

ChromeOS™

Supports integrated Chrome OS scanning functionality

Machine File Formats

Colour/Gray: PDF, JPEG,
B&W TIFF, PDF

Standard Machine Functions³⁶

Scan to E-mail, E-Mail Server,
Image, OCR, File, FTP
(*over SSL Supported), Network
(Windows Only), Media
(Media card or USB)

Machine Scanning Features

Auto Deskew from ADF,
Background Colour Removal,
Blank Page Skip, Auto Crop⁴

Direct Scan

Scan directly to a USB flash
memory storage

Fax

Fax Modem

14,400bps (G3)

Transmission Speed

Approx. 7 sec (ITU-T TestChart
Document No.1, Std resolution)

Fax Send Resolution

Std colour resolution
203 x 196dpi
Horizontal x Vertical,
dots per inch)

Automatic 2-Sided Faxing

Scans and faxes documents
using the Automatic Document
Feeder (ADF)

Grey Scale

8 bit (256 shades) available for
mono faxing 24 bit (8 bit per
colour/256 shades) for colour
faxing

Memory Transmission | Out of Paper Reception

Up to 150 pages (ITU-T Test
Chart, Standard Resolution)

Compression Methods

Ranging from basic to advanced
Mono: MH, MR, MMR
Colour: JPEG

Fax Functions

PC-Fax Send³⁶, Receive^{16,36}

Send and Receive mono faxes
directly from your PC or network

Internet Fax (I-Fax)

Fax documents over the internet
as an email attachment

Distinctive Ring Detection

An external service for UK and
Denmark that allows two or
more telephone numbers shared
on a single fixed line and use
different ring tones

Batch Transmission

Stores mono documents in the
same location in the machines
memory for transmission in a
single call

Auto Reduction

When receiving a single page
document longer than A4
(297mm) the fax machine
will automatically reduce the
message to fit onto a single
A4 sheet

Broadcasting

Send the same fax message to
up to 100 locations
(manual 50 locations)

Fax Forwarding

Sends a mono fax received
in memory to another pre-
programmed fax number

Remote Retrieval

Allows users to remotely access
their machine and retrieve stored
mono fax messages

Station ID

An ID of upto 20 characters/
digits and fax number will be
printed as the header of every
fax sent

PBX

Enables seamless fax operation
in office environments by
supporting PBX phone systems

Connectivity

Microsoft Universal Print

Organisations can manage their brother print infrastructure through cloud services from Microsoft

Brother Mobile Connect³⁶

A Brother app to Print from, Copy Preview and Scan to a mobile device running iOS or Android operating system

Brother Print Service Plugin¹⁸

Print from Android devices without a dedicated App

Brother Apps¹⁸

Cloud Secure Print, Scan to; mobile, Searchable PDF, Microsoft PowerPoint, Word, Excel, Easy Scan to email, and Fax Forward to Cloud/Email

Web Connect^{18,19}

Without a PC you can download to print and upload from scan and fax for Box, Microsoft SharePoint Online, Dropbox, Evernote, OneDrive, Google Drive™, OneNote

Email Print^{18,19}

Enables driverless printing via email

Fleet Management Tools³⁵

BRAdmin³⁶

LAN/WAN management software

Embedded Web Server

Using the IP address or node name of your device access via USB or network via a web browser to the web based print management software embedded onto the device using an randomly encrypted password

Mass Deployment Tool³⁶

Provides a configuration interface to help manage and deploy device settings

Software³⁵

Brother iPrint&Scan¹⁵

Print from, scan to, send faxes, preview received faxes, preview copies and check the machine status from Windows or macOS PC using Brother software

Print Support App¹⁶

As an alternative to Windows Modern Print this method enhances compatibility and ease of use by enabling printing without traditional printer drivers, making it a versatile and efficient solution for modern printing needs accessible through the Microsoft Store

Visit support.brother.com for the full list of supported OS and to download the latest software. All trademarks, brand and product names are property of their respective companies

Legacy Print Drivers³⁴

Linux

Printer Driver (Linux, CUPS, LPD/LPRng)

Network Security

Wired Network Security

APOP, SMTP-AUTH, SSL/TLS (IPP, IPPS, HTTP, HTTPS, SMTP, POP3, IMAP4, FTP, LDAP, LDAPS, TFTP, TFTPS), SNMP v3, 802.1x (EAP-MD5, EAP-FAST, PEAP, EAP-TLS, EAP-TTLS), OAuth 2.0(SMTP, POP3, IMAP4), Kerberos, IPsec

Wireless Network Security

WEP 64/128 bit, WPA-PSK (TKIP/AES), WPA2-PSK (TKIP/AES), WPA3-SAE (AES)
*Wi-Fi Direct supports WPA2-PSK (AES) only. APOP, SMTP-AUTH, SSL/TLS (IPP, IPPS, HTTP, HTTPS, SMTP, POP3, IMAP4, FTP, LDAP, LDAPS, TFTP, TFTPS), SNMP v3, 802.1x (EAP-FAST, PEAP, EAP-TLS, EAP-TTLS), OAuth 2.0(SMTP, POP3, IMAP4), Kerberos, IPsec
Wi-Fi Protected Setup (WPS)

IPv4

ARP, RARP, BOOTP, DHCP, APIPA(Auto IP), WINS/NetBIOS name resolution, DNS Resolver, mDNS, LLmNR responder, LPR/LPD, Custom Raw Port/Port9100, IPP, FTP Client ,FTP Server, SNMPv1/v2c/v3, TFTP server, POP3/IMAP4/SMTP Client, ICMP, Web Services (Print/Scan), CIFS Client, SNTp Client, LDAP, HTTP Server, Syslog

IPv6

NDP, RA, mDNS, LLmNR Responder, DNS Resolver, LPR/LPD, Custom Raw Port/Port9100, IPP, FTP Client , FTP Server , SNMPv1/v2c/v3, TFTP server, Web Services (Print/Scan), POP3/IMAP4/SMTP Client, CIFS Client, SNTp Client, LDAP, ICMPv6, HTTP Server, Syslog

IP Filter

Restrict which network users can or cannot access the device over the network

Security Features

E-mail Notifications

Automatically have the device send e-mail alerts when it requires attention, such as when the ink is low or needs replacing

E-mail Reports

Receive usage reports on a regular basis via e-mail

Secure Boot

All Brother Print devices are secure by design. Devices automatically recognise security attacks and take preventative measures, including rebooting where necessary, in order to ensure the device remains secure

Digitally-Signed Firmware

The firmware for Brother Print & Scan devices is digitally signed and secure

Secure Function Lock 3.0

Use a 4 digit pin or password to identify and authenticate an individual or groups of users over a network. Allows access control with username for up to 100 users

Storage Encryption

Protects data at rest
e.g Fax data, Address book, User shortcuts, Network configuration by encrypting the internal storage

Restrict Network Protocols

The network access control feature allows an administrator to restrict communication protocols (e.g. FTP, Telnet) as required

Physical Interface restriction

Secures access by disabling specific physical interfaces directly from the Embedded Web Server (EWS)

Cloud Secure Print¹⁸

Enables password protected driverless print job release

Firmware Updates¹⁸

In addition to allowing automatic updates to the latest version the printer can be set to not receive older firmware versions to avoid downgrade by an unauthorised user

SysLog

Allows IT Admin to access a single application (SIEM tool) to get device status updates for audit purposes over Syslog

Secure Key Management

Use the default standard self-signed, create a custom self-signed certificate, certificate signing request (CSR), or import certificate & private key for protected network communication

Address Book

Speed Dials

100 locations for 2 numbers

Group Dial

A combination of up to 6 groups can be stored

LDAP

The ability to connect to an external LDAP enabled address book, like Microsoft Exchange

Supplies⁹

Page Gauge

On-screen display which monitors the ink cartridges. A single, automatic ink charge at initial setup readies the print head for dependable, high-quality printing

Inbox Cartridge

1 x 700 pages (BK)
3 x 450 pages (CMY)

Standard Cartridge

LC527
1 x 1,300 pages (BK)
3 x 900 pages (CMY)

High Yield Cartridge

LC527XL
1 x 3,000 pages (BK)
3 x 2,000 pages (CMY)

Super High Yield Cartridge

LC528
1 x 6,000 pages (BK)
3 x 5,000 pages (CMY)

New design simple cartridge with improved recyclability

EcoPro compatible device³²

Dimensions and Weights

Printer w/o Carton (WxDxH)

435 x 439 x 273mm - 13.9kg inc. Ink

Printer with Carton (WxDxH)

556 x 530 x 401mm - 17.4kg

Duty Cycle

Recommended Monthly

250 to 2,500 pages monthly print volume

Environment

Power Requirement

AC 220-240 V, 50/60 Hz

Power Consumption¹³

Printing: 23W
Copying: 33W
Ready: 4.5W
Sleep: 0.9W
Networked Standby: 1.8W
Power Off: 0.03W

Sound Pressure¹²

Printing 53.5 dbA
Copying 52.5 dbA

Sound Power¹²

Printing Mono 6.88BA,
Colour 6.81BA

Auto Power Off

Complies with Ecolabel standards; enters low-power mode after 20 min (default, adjustable via control panel)

TEC Value

0.11 kWh/Week

Operating Environment

Humidity 20 - 80%
Temp 10° - 35° centigrade
50° - 95° fahrenheit

Computer Platforms

Windows

Windows 11 (Home | Pro | Education | Enterprise)
Windows 10 (Home | Pro | Education | Enterprise)
(32 or 64 bit editions)
Windows Server
2025, 2022, 2019, 2016

Macintosh⁴⁰

macOS 13 or greater

Linux

Supported Package management System¹⁹:
dpkg, rpm

ChromeOS™

Compatible with Chromebooks, including “Works with Chromebook” certified printing support and integrated Chrome OS scanning functionality

Visit support.brother.com for the full support list. All trademarks, brand and product names are property of their respective companies.

Certification

Blue Angel

Nordic Swan

Wi-Fi CERTIFIED

Wi-Fi Direct, Wi-Fi Protected Setup, WPA3™ - Enterprise, Personal

Mopria Certified

Ensures universal compatibility for driverless printing across Windows, Android, and compatible mobile operating systems

AirPrint

1. Print Speeds based on ISO/IEC 24734. 2. FPOT (First Print Out Time) based on ISO/IEC 17629. 3. Scan Speeds Based on ISO/IEC 17991. 4. ADF Copy Speeds ESAT based on ISO/IEC 24735. 6. FCOT (First Copy Out Time) based on ISO/IEC 24735 Annex D. 9. Approx declared ink yield value in accordance with ISO/IEC 24711. 11. Capacity calculated with 80gsm paper. 12. Sound power and sound pressure level in accordance with ISO 7779. 13. Power consumption is measured according to IEC 62301 Edition 2.0. 15. Windows & macOS only. 16. Windows only. 18. Requires an Internet connection. 19. Requires additional activation. 20. Duty Cycles can be used to compare designed durability between like Brother products. For maximum printer life, it is best to choose a printer with a duty cycle that far exceeds your print requirements. 32. EcoPro subscription is not available in all countries, check your local country for availability. 33. Advanced settings via legacy driver or the Print Support App only. 34. Microsoft is transitioning towards driverless printing as the preferred standard. Legacy driver installations remain supported for customers with existing deployment requirements. 35. Free download from the Brother Solutions Centre <http://solutions.brother.com> 36. Requires Brother Software. 37. The machine auto-powers on for print head maintenance, then shuts off. 38. May not be available in your region. 40. On macOS AirPrint only. 41. For WIA, 1200x1200 resolution. Brother Scanner Utility enables to enhance up to 19200 x 19200 dpi. 42. Red Hat Enterprise Linux 8.6 64bit, Red Hat Enterprise Linux 9.1 64bit, Fedora 39 64bit, Mageia 9 32bit, Mageia 9 64bit, openSUSE 15.5 64bit, SUSE Enterprise15-SP4 64bit, Debian 12.2.0 32bit, Debian 12.2.0 64bit, Ubuntu MATE 18.04 32bit, Ubuntu 22.04 64bit, Ubuntu 23.10 64bit, Linux Mint 21.2 64bit, Ubuntu 24.04 64bit. 43. Visit Brother Global Support for more information <http://www.youtube.com/@BrotherGlobalSupport> 44. Figure based on Brother's internal analysis at the time of publication. 45. Third Party USB hubs not supported.



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Working with you for a sustainable future

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

All specifications correct at the time of printing and are subject to change.
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brother
at your side