

# THE BEST OF BROTHER INTERNATIONAL CORPORATION JUST GOT BETTER

Brother™ Introduces New, Enhanced Products at the 2011 Dealer Convention

Authorized Brother Innov-ís Dealers from across the nation gathered in Nashville, Tennessee in August to see the latest in Brother™ technology and innovation. Dean Shulman, Senior Vice President of Brother International Corporation and head of the company's home appliance division, introduced Brother's newest machines and software. Featured were: the sewing, embroidery, quilting and crafting Innov-ís 6700D (also known as the Quattro® 2); the Isodore™ Innov-ís 5000 (the first Laura Ashley *Limited Edition* sewing and quilting machine with embroidery capabilities); and the multi-needle Entrepreneur® Pro PR1000e and Entrepreneur® PR650e embroidery machines. Mr. Shulman also introduced upgrades for existing models and three new software programs. TV shows featuring Brother machines - *Project Runway*, *It's Sew Easy*, and *Sew It All* were also covered. Finally, the first ever \$25,000 Giveaway was announced! The applause throughout the presentation signaled the excitement about these new products, as well as changes that Brother is making in the industry.

After unveiling the new machines, software and marketing plans for autumn, dealers took classes on how to use these new products firsthand, with the Quattro® 2 class proving to be the most popular. Equipped with a 10" Pen Tablet which, along with the Brother exclusive My Custom Design™ Feature, the Quattro® 2 allows the user to trace, sketch (even sign) designs and then auto digitize these drawings - without the use of a PC. Another popular breakthrough feature was the built-in scanner. The combination of this scanner with the new Advanced Super View (ASV) HD LCD touch display screen (by Sharp® Corporation), and the InnovEye®

Technology, enables real-time scanning and viewing of fabric in the embroidery area, allowing users to see their design enlarged for precise placement. The new Color Shuffling™ function allows for a design's color palette to be changed with the touch of just a few buttons. Popular features from the original Quattro® 6000D have also found a home in Quattro® 2.

"We knew for a while now that the innovative technology that we had developed for the Quattro® 6000D made it one of the most advanced pieces of equipment in the industry. But with the Quattro® 2, we want to take that spectacular technology to the next level. With the continued breakthroughs made in this product, we're confident we will be able to keep enthusiasts impressed and our customers inspired," Shulman said.

**"With the Quattro® 2, we want to take that spectacular technology to the next level." - Dean Shulman**

There was still more innovation. Dealers were equally happy to see enhancements to the multi-needle embroidery machines - the ten-needle Entrepreneur® Pro PR1000e and the six-needle Entrepreneur® PR650e. Both can stitch up to 1,000 stitches per minute, include the new Advanced Super View (ASV) HD LCD touch screen display by Sharp® Corporation, and have a new Thread Spool Reset feature - erasing the machine's memory of what thread belonged in what needle position for the last design, then assigning colors needed in the new design (in sequential order).

To get even more out of the new PR1000e and the first generation PR-1000, Brother introduced an optional PR-1000 Software Upgrade Kit. Amazing features include Image Scanning (allowing you to scan fabric in the embroidery area and view the real-time scan on the LCD display), the Color Shuffling™ function and the On-Screen Auto Density Adjustment (also featured in the Quattro® 2).



Welcome enhancements to the PR650e include an expanded library of embroidery designs, fonts and improved stitch backup. Also, perfect for the small business owner, the built-in link-ready function allows you to manage the operation of four PR-1000 series or upgraded PR-650 series multi-needle machines with just one computer in conjunction with PE-DESIGN® NEXT Software.

Brother proudly introduced the latest of the Laura Ashley *Limited Edition* machines, which is in fact the first one with built-in embroidery designs - the Isodore™ Innov-ís 5000. The most unique attribute of the Isodore™ is the set of 50 built-in Laura Ashley designs - never before offered to the industry. These designs add an immediate touch of English style to any creation.

The Isodore™ Innov-ís 5000 has 531 sewing, quilting, utility and decorative stitches (487 built-in and 44 on CD). The ability to sew decorative stitches as embroidery - in the 7" x 12" embroidery area - is a feature that embroiderers will love as well. Sewing functions can conveniently switch to embroidery with just the touch of a button, and sewing can be done with the embroidery unit attached. As the third addition to the Laura Ashley *Limited Edition* family of machines from Brother, the Isodore™ comes with a custom rolling bag and BES® Monogramming Suite Software. Like its sewing and quilting sister, the Innov-ís NX-2000, the Isodore™ comes standard with a plethora of embellishment features, such as the circular sewing attachment, bobbin case for Bobbin Work and an Appliqué creator.

In addition to discovering these new machines, dealers learned about several new software packages - PE-DESIGN® PLUS Embroidery Design Software, BES® Embroidery Lettering Software 2 (an improved and enhanced version of the original),

and BES® Monogramming Suite Software. "We are excited to introduce these new software programs which will inspire creativity. Whether an experienced hobbyist or home business entrepreneur, our new line of software programs will fit our customers' unique needs while enabling them to express their artistic vision," Shulman explained.

Brother believes these new machines and software will bring happy customers to their dealers. Authorized Brother Innov-ís Dealers may utilize the company's renowned marketing support services, such as free high-quality ad and email templates, signage, brochures and professionally produced television commercials. With many positive sales events around their extensive lineup of sewing, embroidery, quilting and crafting machines, Brother supports dealers who hold educational events for their customers. To learn more about Brother's complete line of products and accessories, visit the home sewing and embroidery pages of [www.brother-usa.com](http://www.brother-usa.com). Interested in becoming an Authorized Brother Dealer? Call **908-252-3036** for more information.

