

The Art of Quilting Comes Alive With the Latest and Greatest Technology from Brother International Corporation

The joy of quilting goes beyond the craft. It is a joy that is experienced through the art of creativity and the pleasure and comfort it brings. And whether you cherish our own quilts or share them with the ones you love, Brother International Corporation aims to be at your side every stitch of the way.

As an established leader in the sewing and embroidery industry, one would expect nothing less than superior technology and innovation from Brother™. And, true to form, Brother has once again raised the bar by making their best even better by introducing their latest sewing, quilting and embroidery machines at the 2011 Brother Dealer Convention in Nashville, Tennessee this past August.

For quilting enthusiasts in particular, the excitement is taken to a new level with the introduction of the Quattro® 2 and the Isodore™ Innov-is 5000, the newest additions to the Brother combination sewing and embroidery line-up, each with specialty quilting features.

—We knew for a while 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 wanted to take that spectacular technology to the next level,|| said Dean F. Shulman, Senior Vice President of Brother International Corporation and head of the company's home appliance division. —With the advanced breakthrough technology engineered in this product, we're confident we will keep enthusiasts impressed and our customers inspired.

The Quattro® 2 sets the standard for state-of-the-art sewing, quilting, crafting and embroidery with a truly innovative array of new and enhanced features, engineered to help you reveal your creative vision more than ever before. Brother has maintained perfect synergy by keeping the features most loved in the original Quattro®, while adding new, impressive features that help improve precision and productivity.

Key features that remain from the first generation Quattro® include the expansive work bed, featuring almost 50 square inches of workspace that allow users to manipulate projects with ease, and the Automatic Height Adjuster™ AHA® feature, which senses varying fabric thickness and automatically adjusts presser foot pressure to ensure smooth, even stitches over a range of fabrics. Another —keeper|| was the award-winning InnovEye® Technology, which uses a camera-like device to deliver a bird's eye view of the needle area – so users can easily view what the needle —sees.|| The InnovEye™ Technology has been improved in the Quattro® 2 with the addition of an Industry-First Scanning Function, which scans the entire work area and displays the real-time image on the machine's LCD display, making precise design placement even easier than before. Among other innovative features of the Quattro® 2 that quilters in particular will love are: the included 8" x 8" square quilting hoop, which helps users make precise, fully-stitched square quilt designs; the lighting-quick pivot function; the adjustable presser foot height and the pointing needle feature, which is a great help with echo quilting. Three free-motion quilting feet are included with the Quattro® 2: one for more control, one for greater visibility and one see-through foot for perfect echo quilting.

If that wasn't enough, Brother went one step further by including another Industry First – a new 10" Pen Tablet. The Tablet, which works with the Brother exclusive My Custom Design™ Feature allows users to trace or sketch designs or even sign their names—and have these drawings auto digitized so they can be added to their work as stitching – all without the use of a PC. With the excitement surrounding the unveiling of the Quattro® 2, and the Tablet in particular, dealers at the Convention jumped right in to participate in the educator-taught classes to learn how to use its new features first hand.

For the quilter who admires the quintessential sophistication of the Laura Ashley brand, Brother has continued its legacy of elegance by introducing the first Laura Ashley *Limited Edition* sewing and quilting machine with embroidery capabilities – the Isodore™ Innov-is 5000.

With the avid quilter in mind, Brother crafted the Isodore™ to virtually exceed every quilter's expectations. From wide-open workspaces to virtually shadow-free lighting, the Isodore™ offers quilters more than just a sewing machine. It is a catalyst to create unrivaled elegance. As featured in the Quattro® 2, the Isodore™ offers the Automatic Height Adjuster™ AHA® feature, which allows users to experience near effortless sewing over varying fabric thicknesses without sacrificing even stitch quality, as well as a pivot function to keep users' hands free to rotate fabric and to make virtually perfect corners. Other quilting must-haves that are included with the Isodore™ are the adjustable presser foot height and pressure, free-motion stitching and five quilting and appliqué feet. The most unique attribute of the Isodore™ is the 50 built-in Laura Ashley designs, which have never been offered to the industry before.

The Isodore™ boasts 531 sewing, quilting, utility and decorative stitches (487 built-in and 44 on CD.) As if this wasn't enough, the Brother exclusive My Custom Stitch™ feature is also included – allowing for personalized stitch creation. The

automatic needle threading system, which delivers near perfect threading, is another exciting feature for quilters, sewers and embroiders alike.

Isodore™ is the third addition to the Laura Ashley *Limited Edition* family of machines from Brother. It comes with a custom rolling bag and BES® Monogramming Suite Software, a \$500 value. Like its sewing and quilting sisters, the Innov-is NX800 and the Innov-is NX2000, the Isodore™ comes standard with an abundance of embellishment features designed to inspire creativity, such as the circular sewing attachment, bobbin case for bobbin work and an appliqué creator.

With all the options and incredible quilting features that the Quattro® 2 and the Isodore™ have to offer, Brother takes the guesswork out of deciding how to choose the right machine for you. So, whether you're an avid quilter or just flirting with the idea of learning the craft, we invite you to join the family of satisfied Brother customers around the world by visiting us at www.brother-usa.com/homesewing. To learn more about the Quattro® 2, visit www.brother-usa.com/Quattro2. The family of Laura Ashley *Limited Edition* sewing machines, including the Innov-is NX2000, NX-800 and the new Isodore™ can be viewed at www.brother-usa.com/lauraashley or call 1-800-4-A-BROTHER to locate an Authorized Brother Dealer to see one for yourself. To find Brother on Facebook, visit www.facebook.com/BrotherSews. To follow Brother on Twitter, visit www.twitter.com/BrotherSews or to subscribe on YouTube, visit www.youtube.com/BrotherSews.