

Great Scott!

By Scott Goodman



Scott Goodman, owner of Sewing Machine Warehouse & Kneedle.com has been servicing the sewing public since 1976.

Over the next several issues, Great Scott! will extoll the virtues, features, and benefits of all major brands of embroidery sewing machines.

How Do I Love Thee...

BROTHER

When I think of **Brother**, my mind goes to other design companies, like *Porsche*, *Apple*, and *Oakley*. These design groups create technologically advanced, emotionally compelling, product; utilizing the latest manufacturing methodology. **Brother International** makes a wide array of products for home, office and Industry; printers, fax machines, typewriters, sewing machines, even *P-touch* label printers. This diverse product mix offers **Brother** a unique advantage over other sewing machine companies. **Brother's** technology and patents are ingrained into their corporate DNA and available across product divisions. This fact is apparent in several areas:

Touch screen: Serial customers and embroidery addicts (you know who you are) have upgraded with each new generation, transitioning to new technology and features with ease. Time travelers from the 1990's and those of you with earlier models, would feel quite at home with today's *Dream Machine*. The familiar notebook metaphor and self evident icons have remained consistent, while evolving over the last 20 years with added features, brighter color screens, high definition instructional videos and larger icons.

Optics: Fax machines and photocopiers require sophisticated optical sensors (cameras) that can sense the edge of a page, adjust contrast and more. **Brother** integrates this technology into their *Quattro*, *Dream Machine* and *PR-series* models. The built-in camera system is smart. When in the traditional

sewing mode, the camera can sense the edge of your fabric. The screen displays a top-down needle view of your project and displays a metric or english seam dimension. With a look toward the immediate future stitch, a super-imposed cursor marks the next needle entry-point.

In embroidery mode, the camera performs magical feats. Each machine comes with an ample supply of registration stickers.

Each sticker has a shape that looks like a snowman (or snow woman). This removable sticker can be placed on your project, in any legal position within the hooped embroidery area (your design cannot be placed to crash into the hoop). By touching a virtual on-screen button, your hooped project moves under the camera until it senses a snowman shape. Your design is automatically placed within 1/2 millimeter of its intended position. The snowman stickers perform even more magic when embroidering continuous designs. Once a border sequence is finished, the camera display will highlight two boxes where stickers are placed. The positions are automatically memorized. Your project can be re-hooped and re-positioned with reckless abandon. With another touch of a virtual button, the new position of the snowmen are noted and the embroidery border continues, ad infinitum, without drawn lines or obsessive hoop positioning. The *PR-1000* series uses the snowman to effortlessly match two halves of a gigantic 14" x 14" design.

My favorite camera feature is the ability to scan your hooped project and see your embroidery design auditioned on screen, in size, color and rotation, as it



What technology or capabilities would you like to see in your “machine of the future”? Drop me a line, GreatScott@kneedle.com

will appear if and when you sew it out. Positioning becomes perfect. This will save you time, energy, supplies and grief, because you can make a decision to NOT sew out a less-than-perfect aesthetic combination.

Their latest top-of-the line *Dream Machine* is the first embroidery machine that can digitize your own artwork. Artwork can be scanned directly into the machine via the 8.5” x 14” scanning mat or can be imported via USB. You can draw your own artwork, directly on the massive 10 inch display. Lines and regions can be selected. Fill, stipple and lines can be customized by stitch type, angle, density, underlay and color. Appliqué layers can be produced without effort and you can stipple your quilt, automatically within the oversized 9.5” x 14” embroidery hoop.

Brother’s ScanNCut, combines scanning technology with a robotic cutting head, that can cut intricate shapes in fabric or draw patterns with a mini Sharpie-like marker (permanent or disappearing). Owners can access *ScanNCut Canvas*, an online “in-the-cloud” tool that will convert artwork formats, create custom rhinestone templates and more.

Fabric movement: To render a photograph with itty-bitty dots of ink, paper must be moved in very fine increments. **Brother** is really good at that, having great experience with ink-jet printers. **Brother V-series** machines feature the *Muv-it Digital Dual Feed System*.



Unlike the clawing motion of conventional even-feed gadgetry, this device replaces the outdated even-feed foot with a continuous rubbery belt that stays in constant contact with your fabric. The same technology that feeds photo paper, micromanages your fabric layers and can be fine-tuned to eliminate any feed errors caused by sewing layers of fabric.

Strategic partnerships with shows like *Project Runway* lend inspiration to budding fashionistas. **Laura Ashley** branded machines evoke English country elegance on machines with home

dec leanings. American households have known and trusted the **Simplicity** brand name for generations. My favorite partnership is the special relationship that **Brother** has with **Disney**. **Disney** has been in our collective cultural conscience for over five generations, evoking an immediate emotional response. Most of **Brother’s** embroidery machines bear the **Disney** logo or mouse ear silhouette. These models will embroider licensed **Disney** designs. Designs include: *Mickey and Friends*, *Classic Mickey*, *Baby Mickey*, *Winnie the Pooh*, *Princesses*, favorites like *Peter Pan*, *Pinocchio*, *Dumbo* and new features like *Frozen*. But wait...there’s more. **Pixar** designs like *Toy Story*, *Monsters, Inc.*, *Finding Nemo*, *Wall-e*, and *Cars*. **Brother** offers even more designs on their iBroidery.com site: *Avatar*, *Backyardigans*, *Blue’s Clues*, *Bubble Guppies*, *Dora the Explorer*, *Peter Rabbit*, *Rug Rats*, *Spongebob SquarePants*, *Teenage Mutant Ninja Turtles* and more!



Brother International had humble beginnings in the early 1900’s, producing a sewing machine that would sew the brim of straw hats. Production of home sewing machines began in the 1930’s with a flattering knock-off of *Singer’s* model 15 straight-stitch sewing machine. With lessons learned with every new series, they have produced a cumulative total of nearly 60 million machines. The sum total of that experience can be found in their new *Dream Machine* sewing machine.



Where can I get me some? How can I learn more? You can find your local Brother dealer by accessing the dealer locator at www.brothersews.com.