



*Do more with one*



**brother**



# Introducing the **MOST VERSATILE,** **SINGLE NEEDLE** Embroidery Machine with **FREE ARM** Embroidery

Ever wish for an **affordable, easy to use, single needle embroidery machine** that could do many things a multi-needle could do? Plus, so much more? Brother™, an industry leader in multi-needle technology introduces Persona, a single needle embroidery machine with **multi-needle versatility.**

Turn your dreams into reality...and get ready to

*Do more with one*



*Persona*  
PRS100

## What's Your **PERSONA**?

Persona lets you express every facet of your embroidery personality. Give your **Trendy Chic** wardrobe a stylish finish with tons of embellishment options. Access iBroidery.com for Disney designs so you can showcase your **Weekend Casual** side in style. Make your work-wear **Business Beautiful** with exquisite designs. Design like a pro with enhanced customization and editing features for **Sporty Cool** sophistication. Be inspired in style for all of your **Dressy Elegant** occasions.



*Weekend Casual*

*Trendy Chic*



*Sporty Cool*

*Business Beautiful*



*Dressy Elegant*

Calligraphy Monogram design available at [www.hangtodryapplique.com](http://www.hangtodryapplique.com).



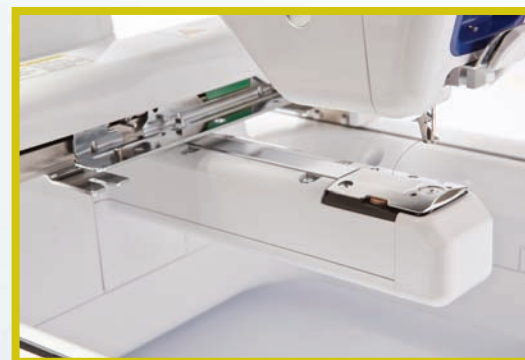
# Why is Persona a 'SINGULAR SENSATION'?

- Embroider hard to reach areas like caps, sleeves and bags with ease
- Unique versatility with **tubular free arm configuration**
- Embroider more, **in less space**
- Fast, **1,000 stitches per minute**
- NEW Set of **Compact Mini Frames**, exclusive to Persona
- **Cap Frame and Driver Set** included
- Compatible with iBroidery.com, so you can make **magic with Disney, even on caps!**\*
- Easy to use, with **Brother features** you already love
- **Over 1,000** beautiful embroidery designs at your fingertips
- Enhanced editing features



\*All iBroidery.com designs available for additional purchase.

## NO MORE Fabric Tangles



The days of struggling to embroider finished or cylinder materials, or opening seams to get items hooped properly, are now over! The **unique tubular free arm configuration** of Persona

gives you the flexibility and ease to embroider difficult to reach areas such as caps, pockets and sleeves. Plus, it helps to reduce fabric tangles! The tubular free arm and the introduction of our new compact mini frames truly make Persona a **'singular sensation.'**

### Embroider Hard to Reach Areas with Ease

	High Risk of Tangling		No Risk of Tangling	
Standard Machine				
WITH PERSONA				

## Embroider MORE in LESS SPACE!

With its **mere 18 inch wide footprint** – which is **less than a standard flatbed embroidery machine** – Persona can embroider more in **almost any space**, making it the perfect addition to any room in your house!



**30% SMALLER**  
Than Conventional Machines

**18"**  
Persona PRS100



**27.28"**  
Standard Size Machine





# EXCLUSIVE MINI FRAMES FOR HARD TO EMBROIDER AREAS



## FOUR COMPACT FRAMES INCLUDED!



Brother created an exclusive new generation of **unique embroidery frames included ONLY with Persona** to make it easy to add touches of embroidery to small items, like children's garments and pockets. Four compact frame sizes are included, **ranging in size from 1.25" x 1.75" to 2" x 2"**. You won't find these with any of our other machines!

# ENHANCE YOUR CREATIVITY WITH INCLUDED ACCESSORIES



## 4-SPOOL THREAD STAND

Conveniently holds 4 spools of thread, so your next color is easily accessible.



## CAP FRAME AND DRIVER SET

Embroider caps with ease on the included cap frame.



## 8" x 8" AND 4" x 4" FRAMES

Embroider on Persona's large 8" x 8" embroidery area. Ideal for jacket backs and pillows!



**FREEDOM TO EMBROIDER FROM SMALL TO BIG  
WITH FRAMES RANGING FROM 1.25" x 1.75" TO 8" x 8"**

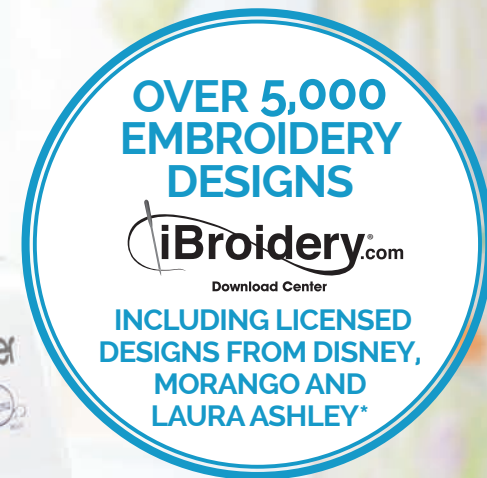
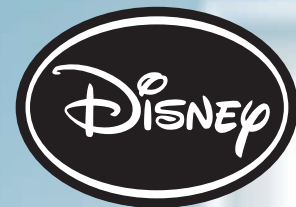




# DISNEY IS IN OUR DNA

## Hats off to the Persona

Easily embroider a range of designs on caps with the included cap frame and driver set. And, for the first time ever, you can **embroider your favorite Disney characters on caps by purchasing designs on iBroidery.com!** Brother gives you exclusive access to the iBroidery.com Design Download Center, where you can choose from over 1,000 embroidery designs featuring Disney and Disney•Pixar characters. Purchase and download only the designs you want – no subscription required.



\*All iBroidery.com designs are available for additional purchase.

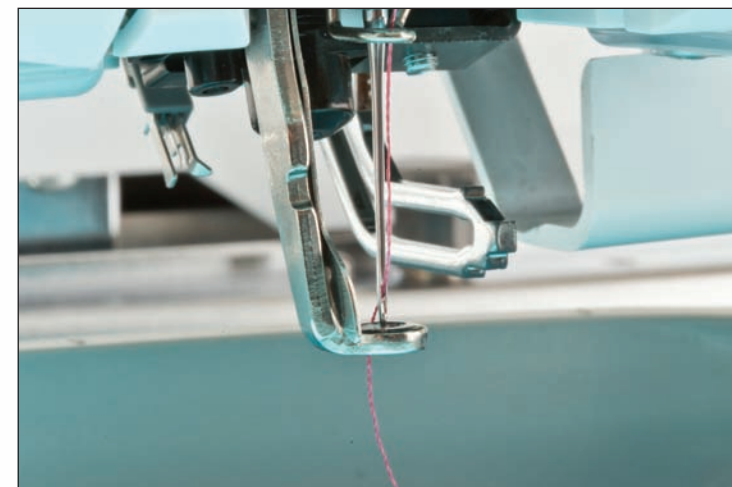
©Disney



# EASY TO USE, WITH BROTHER FEATURES YOU ALREADY LOVE

## EASY TO USE 7" LCD DISPLAY

Watch on-screen tutorials, and control the machine with the large, intuitive on-screen icons. **See up to 260,000 colors** with little or no on-screen color shifting.



## ADVANCED NEEDLE THREADING SYSTEM

Thread the needle in seconds with the **press of a button**. One of the industry's easiest threading systems, the same system found in our multi-needle embroidery machines.



## BUILT-IN DUAL USB PORT

**Import and export designs from your USB memory stick.** Use the second port to connect to your computer to import and export designs or perform machine updates.



## DROPLIGHT™ LED EMBROIDERY POSITIONING MARKER

Use the embroidery foot with the LED pointer to easily **see your needle drop position** – critical for embroidery. You can check the embroidery field easily with the trial key and the LED pointer. Also helpful while using the stitch forward and backward keys.



# TIMESAVING CONVENIENCES



## SIDE BOBBIN WINDING

Save time while you embroider with the easy access side bobbin winding system! **Wind a new bobbin while the machine is embroidering.** Brother recommends 90 weight bobbin thread.



## VERTICAL BOBBIN – ANYTIME ACCESS!

“Anytime” access to the vertical bobbin located at the end of the tubular arm lets you **easily change the bobbin** without having to remove your hoop.



## EASY THREAD COLOR CHANGES

The easy threading system allows you to tie the next color thread to the existing one and pull all the way through to the needle. This is made easy with the **4-spool thread stand**. Plus, the unique design keeps thread tails out of the way.



## QUICK AND ACCURATE EMBROIDERY

Create more pieces in less time. Embroider at **speeds of up to 1,000 spm.**



# ENHANCED EMBROIDERY EDITING



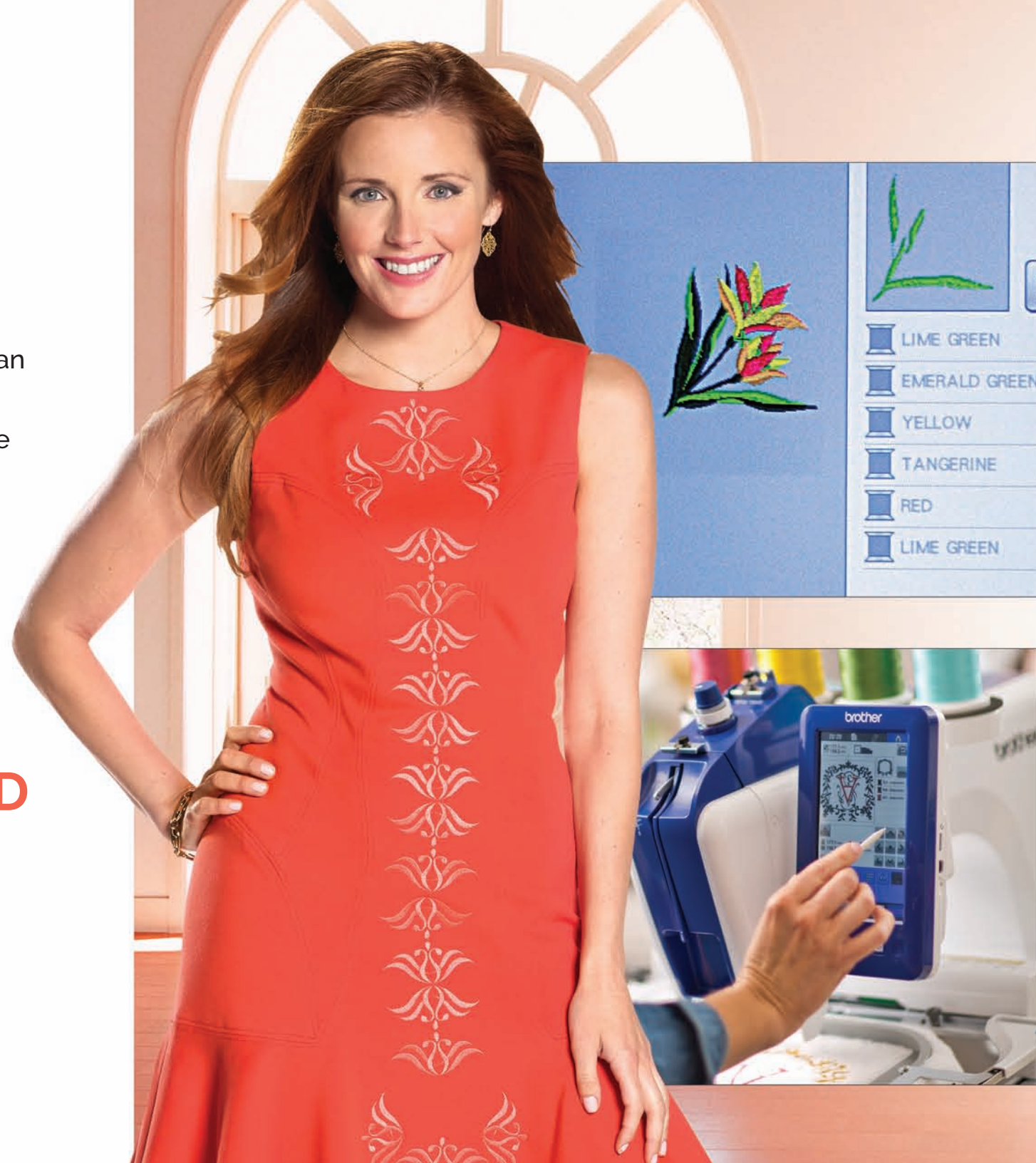
## COLOR SORT

When combining designs, you can **easily cut down on thread changes** by having the machine sort the stitch order by color.



## MULTIPLE-LINE TEXT INPUT AND ALIGNMENT

Easily embroider multiple **line** poems, phrases and birth announcements. Also allows for left, center and right alignment of text.



## GO MONOCHROME WITH ONE TOUCH!

Push one button and **sew an entire design in a single color** with no stops for color changes.

## EASY FRAME MOVEMENT

Move the frame on the LCD display with the stylus or your **finger** and watch the frame on the machine move!



# BEAUTIFUL DESIGNS AT YOUR FINGERTIPS

Explore the extensive, awe-inspiring collection of Persona with access to embroidery designs, including **Vintage, Trendy and Floral Alphabet Designs**. Set your creativity free with the ability to add a personal touch with a professional finish.



**PERFECT FOR  
MONOGRAMMING!**

Calligraphy Monogram design available at [www.hangtodryapplique.com](http://www.hangtodryapplique.com).



**405** BUILT-IN DESIGNS

**8** EMBROIDERY-LIKE  
QUILT PATTERNS

**140** FRAME PATTERN  
COMBINATIONS

**6** MONOGRAMMING FONT STYLES

**20** EMBROIDERY FONTS





## OPTIONAL ACCESSORIES



- **CENTER SHOE CLAMP FRAME**

Ideal for the back of a shoe or shoe tongue, this frame is designed with exceptional grip strength to hold the items in place during embroidering.



- **4" x 7" BORDER FRAME**

Re-hoop your fabric without removing the frame. Includes USB that contains 50 border designs. (PRSBH1)



- **8" x 8" FLAT FRAME**

The unique design of this flat frame helps prevent excess fabric from getting in the way while embroidering. Ideal for bulky materials such as jacket backs. (PRSFLH200)

## FOR EVEN MORE CREATIVITY



- **ROUND FRAME SET**

Includes one 4", 5" and 6" frame. Perfect for stitching round designs and designs that require more stability. (PRSRHK1)



- **WIDE TABLE**

This 21" x 25" wide table helps provide a larger working surface. (PRSWT1)



- **MACHINE STAND**

This custom height-adjustable stand helps provide a stable base for your machine. (PRNSTD2)



# brother

For more information, call 1-800-4-A-BROTHER  
or visit [www.brothersews.com](http://www.brothersews.com)



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