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FOR IMMEDIATE RELEASE

## **BROTHER INTERNATIONAL CORPORATION LAUNCHES ITS ScanNCut MACHINE – THE WORLD'S FIRST HOME AND HOBBY CUTTING MACHINE WITH A BUILT-IN SCANNER**

**Revolutionary new product with 300 DPI built-in scanning capability –  
a first for the arts-and-crafts, quilting, and DIY market**

BRIDGEWATER, N.J. – The Home Appliance Division of Brother International Corporation is proud to present a new industry first: the ScanNCut machine – a revolutionary new home and hobby cutting machine with the magic and convenience of a 300 DPI built-in scanner.

The built-in scanner makes the ScanNCut machine the only home and hobby cutting machine that can turn scanned images into unique cutting designs and projects – without the need or expense of a computer, software, or pricey cartridges. Users can create unique and personal scrapbooks, greeting cards, quilts, and stunning one-of-a-kind crafts.

“We call the ScanNCut machine *‘the best thing to happen to cutting since the scissors’* because it is the answer to what so many scrapbookers and crafters have been asking for. Through years of research and listening, we learned crafters want a cutting machine that can keep up with their limitless creativity, without being bound to built-in designs and expensive cartridges or software,” says Dean F. Shulman, Senior Vice President of Brother International Corporation and head of the company’s Home Appliance and Industrial Products divisions. “For Brother, the ScanNCut machine is a natural progression in our ongoing commitment to empower individual creativity. We are industry leaders in sewing and embroidery market, and our goal is to lead the crafting market through our unique technology and ‘At Your Side’ philosophy.

The new Brother™ ScanNCut home and hobby cutting machine – a first for Brother in the multi-billion arts and craft market in the U.S.\* – allows consumers to:

- **See It** – Have a favorite photo? See one in a magazine? Online? In your mind? Then pull it out, print it or sketch it.
- **Scan It** – Then scan in those photos, printouts or sketches with the built-in scanner.
- **Cut It** – Select what you want to cut – paper, fabric, plastic – press a button, then cut it perfectly!
- **Create It** – Showcase your beautifully cut designs throughout your favorite projects!

Exciting features you’ll admire about the ScanNCut include:

### **300 DPI Built-in Scanner**

Convert your scanned images into unique one-of-a-kind cut designs and patterns. The secret lies in the 300 DPI built-in scanner. Scan virtually anything – a handmade drawing, a magazine clipping, cherished photos, and more – to create virtually endless cut designs and save to the machine’s memory. Say goodbye to expensive, clunky design cartridges! As a bonus, use the ScanNCut machine as a home scanner to archive pictures, documents, and more and save to your USB for use in your computer.

### **Variety of Built-In Designs, Quilt Patterns and Fonts**

Basic shapes, intricate designs, borders, quilt patterns, fonts and more are all available on the easy-to-use color LCD touch screen display. Simply select a design, and then have it cut out on your material of choice. For even more variety in your creations, combine built-in designs or scan an image to create a one-of-a-kind design.

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## **Direct Cut**

Single Pass...See it, Cut it! No more fussy cutting! Relax, and let the ScanNCut do the work for you. With just a few simple steps, the ScanNCut machine will scan your material, create the outline cuts, and allow you to select your design straight from the surface to cut out. This revolutionary feature will eliminate the hassle of hand-cutting designs from your favorite papers and fabrics!

## **Fabric Cut**

Yes, we can cut fabric, easily! Cut precise fabric shapes with ease! Pairing the erasable draw function with cutting, this machine offers the unique feature of drawing your seam allowance, and provides precise sewing guidelines – making sewing, quilting and appliqué projects easier to create.

## **Scan-to-Cut-Data**

Scan and convert to cut data. Using the technology of the 300 DPI smart scanner, scan in your design and save it as a cut or draw file for use. The ScanNCut will create cut lines automatically, and then within minutes, hand drawn elements can grace the pages of your art work as a cut element or drawing with the assistance of the pen draw feature.

## **Pen Draw**

Creative Embellishment. Have you ever dreamt about adding custom drawings to your crafting projects? The ScanNCut gives you the ability to change your cut file – whether it's from a previously scanned image or a built-in design, and replicate the design into a drawing in virtually seconds! With six drawing pens and two erasable pens, you can now take all your sewing and crafting projects to the next level.

Expert crafters, bloggers and hobby designers who have previewed the ScanNCut machine have praised it for its precision, speed and flexibility. Vanessa Wilson, expert crafter and blogger (known as Crafty Gemini) noted: "I was amazed at how quickly I could draw my own original design and cut my material – before my computer was even turned on!"

Designers are also thrilled with the ScanNCut machine's versatility to cut intricate designs onto almost any substrate, including paper, vinyl, fabric, tissue paper, wood veneer paper, leather, canvas, plastic and cellophane (among many others). It even incorporates seam allowances on quilt pieces for easier sewing.

The ScanNCut machine is available in two models – the CM100DM and the CM550DX. Both machines include a variety of accessories which crafters and home hobbyists will find indispensable for all of their projects. Accessories may vary by model; visit [www.scanncut.com](http://www.scanncut.com) for full details.

The new Brother ScanNCut home and hobby cutting machine will be launched on September 23, and will be available for purchase at Authorized Brother Innov-ís Dealers and exclusively on Amazon.com starting in October.

For more information about the extensive Brother product line, visit [www.brother.com](http://www.brother.com). To find Brother on Facebook, visit [facebook.com/BrotherCrafter](https://www.facebook.com/BrotherCrafter). To follow Brother on Twitter, visit [twitter.com/BrotherCrafter](https://twitter.com/BrotherCrafter), and to subscribe to Brother on YouTube, visit [youtube.com/BrotherCrafter](https://www.youtube.com/BrotherCrafter).

\*<http://www.craftcentral.com/craft-industry.html#am>

Vanessa Wilson is a paid consultant for Brother International Corporation and was given a ScanNCut by Brother. All opinions expressed are entirely her own.

## **About Brother International Corporation**

Brother International Corporation has earned its reputation as a leading supplier of innovative products for both home and office. Brother is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$5 billion, this global manufacturer was started almost 100 years ago by sewing fanatics. Brother offers a diversified product line that includes sewing and embroidery machines, fax machines, Multi-Function Center® machines, P-touch® Labeling Systems and both color and mono laser printers for home, office and industry. Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters in Bridgewater, New Jersey, Brother has facilities in California, Illinois, and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina Peru and Mexico. For more information you can visit the website at [www.brother.com](http://www.brother.com).