

PRESS RELEASE

Brother Launches *ScanNCut* Machine, the World's First Home and Hobby Cutting Machine

ScanNCut is a revolutionary new product with built-in scanning capability, a first for the arts-and-crafts, quilting, and DIY market

Singapore, 16 April 2014 – [Brother International Singapore](#), a leader in home and industrial sewing machines, has launched the industry first *ScanNCut* machine (Brother CM550DX) – a revolutionary new home and hobby cutting machine with built-in 300dpi (dots per inch) 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 using a computer, software, or any pricey cartridges. Users can create unique and personal scrapbooks, greeting cards, quilts, and stunning one-of-a-kind crafts.



Brother CM550DX: ScanNCut Machine

“Combining our technology advancements in the sewing and imaging markets with research across the craft industry, Brother was able to produce an industry first. The *ScanNCut* machine can keep up with the limitless creativity of scrap bookers and crafters in here in Singapore,” said Nigel Lee, Country Manager for Brother International Singapore Pte Ltd. “*ScanNCut* machine is another innovation from Brother which shows our ongoing commitment to promote creativity across the craft market. This unique technology also gives crafters room for more flexibility and creativity to their projects.”

The new Brother *ScanNCut* home and hobby cutting machine allows consumers to:

See it – Pictures, sketches, drawings or paintings can be visualised as a creative project whether for print or online

Scan it – Scan photos, printouts or sketches with the 300 dpi built-in scanner

Cut it – Choose any material – paper, fabric, vinyl – press a button, then cut it perfectly

Create it – Showcase your beautifully-cut designs in all arts-and-crafts projects

Design variety and customised creativity

The *ScanNCut* machine includes a variety of built-in designs, quilt patterns and fonts from basic shapes to intricate designs. These patterns can be viewed using the intuitive 3.7” colour LCD touch screen display with editing capabilities such as rotating, welding, resizing and organising. The designs can be selected and cut out on any material of choice.

Furthermore, *ScanNCut* machine comes with a **pen draw feature** that allow users to create their own customised drawings for their crafting projects. The machine comes with six (6) drawing pens and two (2) erasable pens which gives users the ability to change or edit the cut file to create one-of-a-kind designs by combining any built-in pattern with another scanned or customised image.

No fuss scanning and cutting

With just a few simple steps, *ScanNCut* machine will scan the material, create the outline cuts, and allow users to select a design straight from the surface to cut out. This **direct cut** revolutionary feature eliminates the hassle of hand-cutting designs from any paper or fabric material used.

The machine also allows crafters to **scan and convert-to-cut data** using the 300 dpi built-in smart scanner. Users can scan their design and save it as a cut or draw file for use. *ScanNCut* will create cut lines automatically, and then within minutes, hand drawn elements are incorporated on the artwork as a cut element or drawing with the assistance of the pen draw feature.

Additionally, *ScanNCut* machine cuts precise fabric shapes with ease. Pairing the erasable draw function with cutting, the machine offers the unique feature of drawing seam allowance, and provides precise sewing guidelines – making sewing, quilting and appliqué projects easier to create.

Pricing and Warranty

<u>Model</u>	<u>Price</u>	<u>Warranty</u>
Brother CM550DX: <i>ScanNCut</i> Machine	S\$828	1 year carry-in

All prices are inclusive of the prevailing taxes. The Brother CM550DX: *ScanNCut* Machine is available for purchase at Brother International Singapore’s authorised resellers and superstores and are supported by Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. Opening hours are from Mondays to Fridays, 9am to 7pm, and on Saturdays, from 9am to 3pm.

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About Brother International Singapore Pte Ltd

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the “Customer First” approach in all aspect of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit www.brother.com.sg. Brother will always be “At Your Side” now and into the future.

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About Brother Earth

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother’s attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

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