brother At your side.

Innov-is 10, 30, 50

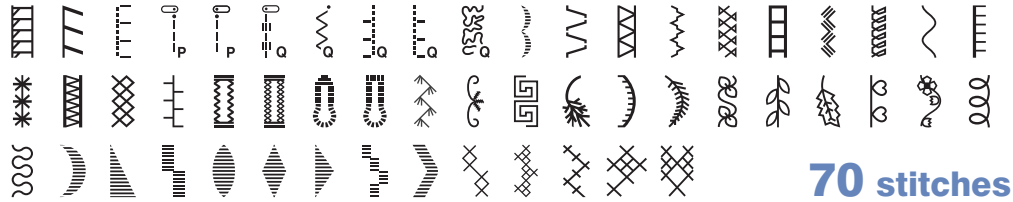
Sewing made Simple

Great Selection of Stitches

Innov-is 10, 30, 50

16 stitches

Innov-is 30, 50



70 stitches

Innov-is 50

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z & ? ! _ 0 1 2 3 4 5 6 7 8 9
’ , . ( ) — Ä Å Æ Ñ Ö Ø Ç Ü β

135 stitches

What’s in the box

Accessories vary depending on the model chosen.

Hard case included with Innov-is 30 and Inno-is 50"

Optional Accessories

Walking foot

Ensures an even feed action when sewing multiple layers of fabric or when matching fabric prints.

Quilting foot

A spring action, clear quilting foot marked for easy reference that handles a variety of fabric thicknesses.

Wide Table

For easier handling of fabrics when sewing or working with quilting or large projects.

Contact:

At your side.

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Features at a glance

Feature	Benefits	Innov-is 10	Innov-is 30	Innov-is 50
Built in Stitches	Number of stitches built into the machine to help create your project.	16*	70*	135*
One step button holes	The one step 'auto size' button hole function creates perfectly uniform button holes in a single action. Choose your style.	3 styles	7 styles	10 styles
Automatic needle threading	Threading the needle is so simple, at the touch of a button.	✓	✓ Advanced	✓ Advanced
Quick set bobbin	Just drop in a full bobbin and you are ready to sew.	✓	✓	✓
Accessory compartment	Store all the machine accessories away in this neat compartment.	✓	✓	✓
LED sewing light	A bright light that comes on automatically. Gentle on the eyes making it easier to work on dark fabrics.	✓	✓	✓
Presser foot levelling button	Ensures the presser foot is kept level for smooth stitching across varying fabric thickness.	✓	✓	✓
7 Point feed	Extra teeth provide a smooth feeding action and superior stitch quality on any weight of fabric.	✓	✓	✓
Drop feed	Feed dogs are easily lowered for free motion or free hand sewing – useful when quilting or for embroidery.	✓	✓	✓
F.A.S.T bobbin winding system	"Fast And Simple Threading" makes winding bobbins quick and easy.	✓	✓	✓
Needle stop position	Select whether the needle should be up or down when the machine stops. A useful function when turning material, sewing corners or joining quilt pieces.	✓	✓	✓
Automatic reverse/ reinforcement stitch	Automatically sews reinforcement stitches for a neat, professional beginning and end of stitching line.	✓	✓	✓
LCD display screen	A clear display showing you important sewing information such as stitch width/length and type of pressure foot required.	✓**	✓	✓
Error message	Alerts you to an incorrect setting.	✓	✓	✓
Stitch pattern selection	Ability to quickly select the stitch pattern required.	Jog dial	Electronic jog dial	Key pad
Upper thread tension adjustment	Adjust the thread tension according to the fabric thickness and stitch type being used.	✓	✓	✓
Handy central controls	Control buttons in one convenient location.	✓	✓	✓
Case	Protect the machine when not in use.	Soft	Hard	Hard
Snap on presser feet	Quickly and easily change presser feet.	✓	✓	✓
Slide speed control	The simple slide control adjusts the sewing speed from slow to fast.	✓	✓	✓
Stitch reference panel	A detachable quick reference guide so you can see all your available stitches.		✓	✓
Needle mode selection key (Single/Twin)	Easily switches between single or twin needle sewing		✓	✓
Initial needle position function	Lets you move the needle to the left or the centre making it easy to sew your fabric at exactly the point you wish.		✓	✓
Lettering	Choose the lettering stitches to create names, labels and monogramme features on your work.			✓
Combining patterns	Create your own stitch patterns by combining up to 35 stitches.			✓
Stitch width control by speed lever	Create your own zigzag patterns easily, while sewing with the slide control.			✓
Mirror imaging	For more stitch variety use this function to create a mirror image of your stitch pattern.			✓
Repeated single sewing	Choose whether the stitch pattern will be sewn once or repeatedly.			✓
Vertical pattern adjustment	Enables you to adjust the length of your decorative stitch patterns.			✓

* Including button hole styles ** Width/Length information only

Innov-is 10, 30, 50

Whether you're new to sewing, or it's a keen hobby for you, the new Innov-is range of easy to use, computerised sewing machines will inspire you to be creative.

With sleek, modern styling, Brother's new Innov-is models combine high levels of functionality with incredible ease of use. Designed with you in mind to help you get the most creative enjoyment from your home furnishing and dressmaking projects.

Just look at the 3 models listed and choose the right one for you.

Innov-is 10

You may be new to sewing, or maybe you are looking for a sewing machine that's easy to use, if so, the Innov-is 10 is the perfect choice. The 'jog dial' makes it very user friendly. Simply turn it to the stitch you require and you are ready to go. What could be easier! And with the LCD display you can see at a glance information about the stitch width and length. Even needle threading is quick and easy with the built-in needle threader. Simplicity does not mean a compromise on features – there are 16 stitches to choose from, including 3 different buttonholes, to give that professional looking finish.

Innov-is 30

If sewing is already a keen hobby for you, or you simply want more features, then the Innov-is 30 offers fantastic versatility. The electronic 'jog dial' provides finger tip control to choose from 70 stitch patterns, including 7 buttonholes. The LCD screen means you can see at a glance information about the stitch you have chosen, and the electronically controlled functions allow you to adjust the stitch sizes in a much more precise and simple way.

Innov-is 50

The Innov-is 50 is the perfect choice for those of us who want to get more creative. It is feature packed with 135 built in stitches, including 10 buttonholes, that you can quickly and easily select at the touch of the key pad. The built in lettering can be used to create labels or monogrammes - you can even combine up to 35 different stitches to create your own stitch patterns!

*All projects made with Innovis 10, 30, 50

Easy to use functions

The Innov-is 10, Innov-is 30 and Innov-is 50 models are so simple to use. Here are just some of their practical features:

Central controls
Handy central controls help to make sewing simpler. Jog dials and electronic touch pads provide finger tip control of stitch functions.

LCD display
See at a glance information about your stitch – such as the length and width and type of pressure foot† required.

Automatic needle threader
Needle threading is quick and simple with a one step action.

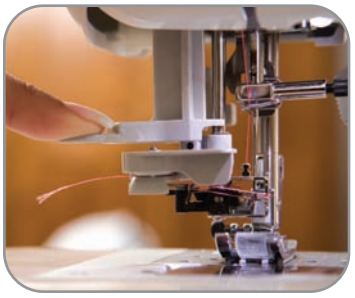
Quick set bobbin
Just drop in a full bobbin, thread in the direction of the arrow and you are ready to sew.

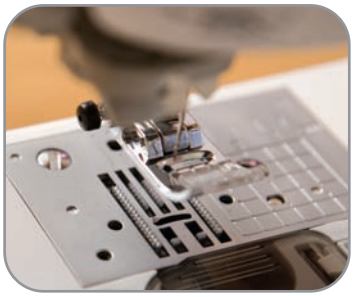
F.A.S.T bobbin winder
Winding bobbins is fast and simple. Just wind the thread around the bobbin through the guide slot and press the start button.

7-point feed
Extra teeth ensure a smooth feeding action and superior stitch quality. Sew smooth pin point seams on any weight of fabric, from sheer silk to denim.

LED sewing light
Effectively light your workspace with the LED light. It uses a fraction of the power of a traditional bulb and it will last the life of the machine.

† Innov-is 30 & 50





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