

**AIR ARTIST**  
wireless embroidery



**Elna releases the world's first mini embroidery machine with wireless connectivity to your smart devices.**

**FOR IMMEDIATE RELEASE**

**WORLDWIDE LAUNCH OF ELNA AIR ARTIST**

Elna Australasia Thursday November 1, 2018: Elna has launched a breakthrough embroidery machine, the new Air Artist, which uses smart phones and tablets in its wireless operation.

Air Artist is the only machine available in the Australian market which allows users to create original embroidery designs of up to 100 x 100mm via an app. These are then sent to the machine via WiFi to be embroidered.

dot Customizer, the dedicated free app which can be downloaded from the App Store or Google Play, includes 260 built-in designs and full lettering software with 12 fonts to choose from. Users can compose and edit designs on screen in different combinations of layouts, letterings and colours. There is also a preview feature where users can view a simulation of the embroidering process before it is stitched out.

The compact, light weight machine design and easy-to-use app features are set out to attract a new generation of sewing enthusiasts – beginners looking to get into machine embroidery or occasional embroiderers who enjoy creating name embroidery and personalising gifts.

“Smart devices are connecting our homes and lives like never before, so why should our hobbies be left behind?” said JoJo Yamada, Managing Director, Elna Australasia. “We are proud to launch the only embroidery machine that utilises the convenience and freedom of wireless connectivity to enhance your sewing experience.”

Air Artist will be available from November 1, 2018 in Australia exclusively at Spotlight stores. Visit [www.elna.com.au](http://www.elna.com.au) for further information.

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### **About Elna**

The Elna trademark has always symbolized quality, innovation and service. The brand has earned a significant place in the sewing industry as a result of numerous ground breaking innovations which have placed Elna products in a class of their own. Today, Elna is active in more than 60 countries, throughout the world.