Now your creativity can soar...

...like never before. The artista 730E.

BERNINA

Multifunction Knobs

The multifunction knobs make sewing easy by letting you smoothly adjust stitch length and width. For embroidery, you can infinitely scale, position and rotate designs. Also use these convenient knobs to move through the tutorial.
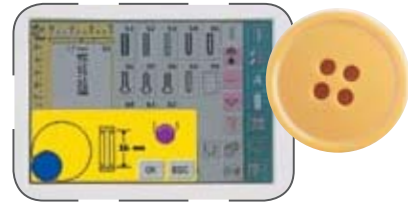
Touch Screen Sewing: Combi Mode

Functions are easily accessible and can be freely engaged on almost every stitch in the machine. Not only can you mirror-image and extend your stitches, you can view your changes easily on the touch screen.

Precise Directional Movement

16-directional stitching with 2 stitch options, 4-directional with 8 stitch options, plus 94 large, sideways-motion stitch designs and borders.

Touch Screen Sewing: On-Screen Buttonhole Measurement

Just hold a button to the screen, turn a knob and the artista automatically sews a perfectly sized buttonhole. Make several different buttonhole styles automatically. The artista will remember them for you—even after you turn off your machine.

Touch Screen Sewing: Decorative Stitches

Select from an extensive library of inspiring decorative stitches to embellish your home decorating, garment, quilting and craft projects.
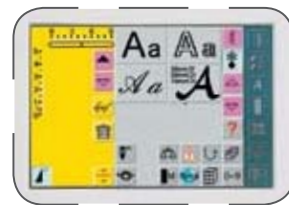
Free Hand System (FHS)

A Bernina innovation, the knee-operated lever raises the presser foot and lowers the feed dog, so you can keep your hands on the fabric while guiding and pivoting. It saves precious sewing time.

USB Connection and USB Sticks

Bernina uses the latest USB technology for rapid and direct communication between your artista and your PC. The included Bernina USB Stick contains a wealth of designs. You can also purchase blank Bernina Personal Design Sticks for storing and importing embroidery designs. Licensed Design Collections are available on USB sticks from OESD.

Alphabets and Monograms

Create with three alphabets in upper- and lowercase, and monograms in three different sizes. Give your sewing projects your own individual stamp and even make labels.

Discover the exciting world of artista embroidery.

Bernina Embroidery Software
Expand your ingenuity with the latest Bernina Embroidery Software: Bernina EditorPlus and DesignerPlus Version 5. While both programs bring you exciting effects, DesignerPlus puts every advanced tool at your fingertips. Experiment with over 100 new and enhanced features for endless creativity! Dive into quilting, cross-stitching, photo reproduction, appliqué, monogramming and so much more. Experience our exclusive, advanced appliqué that makes open curves easy, and play with advanced monogramming that incorporates decorative ornaments and borders. Discover the many ways you can apply your talents with Bernina Embroidery Software!

Explorations Software
It's the perfect companion to Bernina Embroidery Software. This project-based software lets you see your entire project on the screen, complete with fabrics, before you ever make a stitch. Use the Color Wheel to instantly change colors, combine designs without worry by using the "remove overlaps" tool, and much more!

Included Embroidery Designs
The artista 730E comes with more than 100 embroidery designs, including floral, quilting and children's designs. The ability to freely combine and edit designs and alphabets on screen will give your creativity wings.

Total Information, Intuitive Control
All your important embroidery information is in view on the touch screen, including design size, number of stitches, thread colors and embroidery time. Plus rotate, mirror, scale and zoom—all design modification functions.

On-Screen Tutorial
Need help with hoop selection, threading the bobbin case, hooping the fabric, combining designs, using stabilizers or free-arm adapters? Graphic tutorials, instructions and tips are easy to view. Sewing help, too.

Embroidery Module
This easy-to-attach embroidery module gives you access to the wonderful world of embroidery. The large embroidery field (255 mm x 145 mm, approximately 10" x 5.7") gives your creative projects the space they deserve. Additional embroidery hoops, including the Mega-Hoop, are also available.

Change the size. Keep the beauty.

Only the Bernina artista 730E rescales both embroidery motifs and lettering, skews designs, and rescales disproportionately for the gorgeous results you expect every time. Whether enlarging or reducing designs, Bernina recalculates the number of stitches so they don't pile up or leave gaps. Just look.

Create

Create

Create

Master free-motion stitching in minutes.

Patented* Bernina Stitch Regulator (BSR)
This patented innovation turns free-motion stitching into creative play. Only the Bernina Stitch Regulator regulates straight and zigzag stitches at variable lengths, so you can create consistent, free-motion stitching with complete confidence. And you don't have to fuss with platforms or foot pedals or frames—however, BSR can be used with a frame for additional creative options. No other home sewing machine in the world offers you this type of feature! You'll love it for making quilts, garments, home decorating projects and crafts, too. Visit www.BerninaBSR.com for details.

Created by Kayla Kennington

Optional accessories: a system that expands as you expand your creativity.

Design Collections
Explore thousands of licensed and stock designs available on USB sticks available from Studio Bernina Design Collections and OESD. Designs are also available on CDs, in multiple formats through Embroidery Take Out (ask your dealer) and from www.Embroideryonline.com.

Ethernet LAN Card and artista Modem
Bernina offers both an Ethernet LAN card and a dial-up modem to access the exclusive myartista Portal directly from your 730E. Download free designs, receive news and information about products, sewing, and embroidery straight from Bernina. Available only for artista 200E and 730E owners.

Mega Hoop
This three-position embroidery hoop is specially designed and engineered for stitching extra-large designs—up to 150 mm x 400 mm.

Embroidery Software
Remember, Bernina Embroidery Software and Explorations Software are both available as exciting options for the artista 730E.

Hoop-It-All™
Expand your embroidery possibilities beyond the confines of a regular hoop with Hoop-It-All frames. The Giant Double Wide frames make it easy to stitch large designs in sections, without rehooping! Cap Hoops are the simple way to embroider hard-to-hoop items.

Bernina Suitcase System
These sturdy suitcases attach to put your entire system on wheels. The main suitcase holds most sewing machines, and the top attachment is for your embroidery module. Sold separately or as a set.

Precision Presser Feet and Accessories
The artista 730E comes with 10 presser feet, but that's just the beginning. Bernina offers more than 75 feet and accessories to expand your creative options.

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Whatever you love to create, the artista 730E has more features to help you make it just the way you always wanted it.

Quilters have special demands, and the artista is designed to meet them. For instance, the exclusive Bernina Stitch Regulator turns free-motion stitching into creative play. It automatically regulates stitches at variable lengths, so you can create consistent, free-motion stitching the very first time you try it. You'll love it for making quilts, garments, home decorating projects and crafts, too.
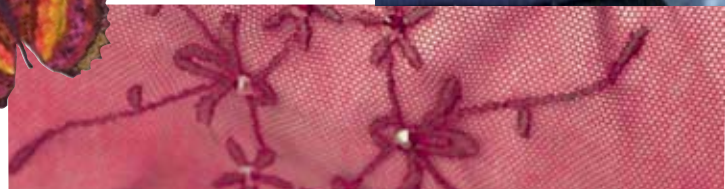
Quilters need to keep both hands on the fabric for guiding and pivoting. So the Bernina Free Hand System lets you lift the presser foot and lower the feed dog with your knee. And, of course, Bernina power and precision let you quilt through several layers easily and neatly.

The artista 730E is a sewer's dream—for garments, home decorating projects or crafts. Imagine choosing from 855 stitches, all sewn with Swiss precision. Easily adjust stitch width and length, change needle position on any stitch, and save favorite or altered stitches—all at your finger tips!

And, especially for garment sewers, On-Screen Buttonhole Measuring is a favorite feature. Simply hold your button to the screen, use the knobs to adjust length, and the artista sews perfect, repeatable buttonholes every time.
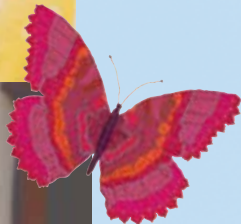
Embroidery. Oh, my! The artista embroidery module takes embroidery to an amazing level with more than 100 built-in designs from which to choose. You'll transfer designs between your PC and your machine with your Bernina USB Stick. You'll combine designs, edit, add lettering and more right on the large touch screen in full color and detail. No other system rescales embroidery like the artista 730E, recalculating the number of stitches needed, so your designs, and your alphabets, are perfect at any size.

Try it today. Let yourself soar.

...take flight

Sit down at the artista 730E and let your imagination find its wings.

Sewing? Quilting? Embroidery? This is the best of the best. The finest of sewing and embroidery systems, the artista 730E has every feature you can imagine to turn your ideas into pieces that make you proud.

Only the artista 730E has a Microsoft® Windows® Powered operating system built in. So, at the touch of a finger to the big, bright, centrally located color screen, you can get on-screen help and graphic tutorials. You can import and export embroidery designs and access the myartista Portal, a website exclusively for artista 730E and 200E owners. And much, much more.

Only the artista 730E comes with the revolutionary, patented* Bernina Stitch Regulator that automatically regulates both straight and zigzag stitches at variable lengths, so you create consistent free-motion stitching with complete confidence.

Only the artista 730E rescales both embroidery designs and alphabets by changing the stitch count, keeping details sharp and textures smooth.

Are you getting the feeling that the artista 730E truly soars above all others? It does. And Bernina creates these technological advances for one reason only: to help you express yourself more easily and creatively than ever before. But even with all the features and innovations we can describe here, it's hard to understand how wonderful the artista 730E really is until you sit down and sew.

* US Patent 6,883,446

Sewing	730E
Temporary Altered Stitch Memory – EXCLUSIVE!	x
Personal Program	x
Combi Mode (Memory System)	x
Free Hand System (FHS)	x
Number of Needle Positions	11
History Stitches – EXCLUSIVE!	x
Stitch Counter	x
Stitches Can be Sewn in Any Needle Position – EXCLUSIVE!	x
Securing Function	x
Pattern Begin and Pattern End	x
Vertical and Horizontal Mirror-Image	x
Continuous Reverse Sewing	x
Presser-Foot Pressure Adjustment	x
Hopper Mechanism for Free-Motion Sewing	x
Bobbin Winding While Sewing	x
Security Program – EXCLUSIVE!	x
Basting Stitch Program	x
Long-Term Memory for Buttonholes	x
On-Screen Buttonhole Measuring	x
Practical Stitches	27
Decorative Stitches (9 mm)	267
Quilting Stitches	31
Buttonholes	10
Alphabets	3 in 3 sizes
Monograms	1 in 3 sizes
Automatic Darning Programs	2
16-Directional Stitches	2
4-Directional Stitches	8
Total Number of Sideways-Motion Stitches	111
Total Number of Stitches	**855**
Bernina Stitch Regulator (BSR) – EXCLUSIVE!	x
Tutorial Program	x
Help Function	x
Creative Consultant	x

Embroidery	730E
Slide-On Embroidery Module with Easy Bobbin Access	x
Rescaling of Designs	x
Wind a Bobbin While Embroidering	x
Number of Alphabets	10
Number of Designs Included	>100
Combining of Embroidery Designs	x
Editing of Designs On-Screen	x
Adding and Editing Lettering	x
Word Art	x
View of Stitch-Out Time, Color, Size, Stitches	x
Memory Storage	x
Embroidery Tutorial Program	x
Computer Connectivity via USB	x
Reads Designs from Bernina USB Stick in .ART and .EXP Formats	x

General	730E
Centrally Located, Large, Color Touch Screen	x
Cool Fluorescent Sewing Light (CFL) – EXCLUSIVE!	x
Setup Program	x
Automatic Needle Threader	x
Powerful DC Motor	x
Rotary Hook System	x
Maximum Stitch Width (mm)	9
Sideways Motion	x
USB Port	x
Separate Bobbin-Winding Motor	x
Multifunction Knobs	x
Infinitely Variable Stitch Length and Width	x
Automatic Upper Thread Tension Control	x
Bobbin Thread Sensor	x
Feed Dog Sensor	x
Automatic Thread Cutter	x
3 Additional Thread Cutters	x
Bernina Electronic Foot Control-Needle Up/Down – EXCLUSIVE!	x

Standard Accessories: Presser Feet	730E
Bernina Stitch Regulator with 3 Interchangeable Soles – EXCLUSIVE!	x
No. 1c Reverse Pattern Foot (standard foot) 9.0 mm	x
No. 2a Overlock Foot 9.0 mm	x
No. 3a Automatic Buttonhole Foot	x
No. 3c Buttonhole Foot 9.0 mm	x
No. 4 Zipper Foot	x
No. 5 Blindstitch Foot	x
No. 8 Jeans Foot	x
No. 18 Button-Sewing-On Foot	x
No. 20c Open Embroidery Foot 9.0 mm	x
No. 26 Teardrop Embroidery Foot	x
No. 40c Sideways-Motion Foot	x

Other Standard Accessories	730E
Instructional CD with Sewing Simulator	x
Color Manual	x
Embroidery Hoops (255x145 mm oval, 130x100 mm medium; 72x50 mm small)	3
Free-Arm Slide-On Sewing Table – EXCLUSIVE!	x
Reinforced Carrying Case	x
Accessory Boxes	2
Bernina USB Memory Stick with Designs Included	x
Free-Arm Embroidery Adapter	x
Season of artistry Project Book	x
Embroidery Bobbin Case	x
Bernina Touch Screen Stylus	x

Optional Accessories	730E
Bernina Precision Presser Feet and Accessories	>75
Bernina artista Embroidery Software Upgrades and Explorations Software	x
Optional Hoop (400x150 mm Mega Hoop)	x
Multiple Spool Holder	x
Magnifying Glass Set – EXCLUSIVE!	x
Suitcase System	x
Bernina Modem	x
Bernina Personal Design Card	x
Licensed Embroidery Design Collections	x
Hoop-It-All™ Hoops and Frames	x
Bernina Ethernet LAN Card	x
Bernina CD Drive	x

The artista 730E is just an example of the innovative thinking Bernina has been bringing to the sewing world for well over a century. Since 1893, our machines have been revolutionizing the way we sew. As always, Bernina features the finest engineering and Swiss-precision stitching available—machines that are truly a joy to sew on. So, stop by your Bernina Dealer today. They are there not only to help you select the right machine, but also to help you discover your own creative wings.

Visit www.berninausa.com for complete product information, creative projects and sewing tips.

BERNINA✚

No one supports the creative sewer like a Bernina Dealer.

Bernina of America gives a donation to the Susan G. Komen Breast Cancer Foundation with every artista purchase.

Butterflies by Nina McVeigh and Marlis Bennett.

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