



passionate about creating

Shapeways announces next generation DIY online product customization & personalization: Shapeways Creator

Shapeways Creator Enables Affordable Personal Design and Manufacturing with New Easy To Use 3D Online Customization.

August 12, 2008 - Shapeways, a new platform and global community for 3D-design and production, takes a major step towards the next generation of consumer co-creation with the announcement of the Shapeways Creator Engine. For the first time, consumers without 3D modeling skills can shape, mash, imprint and design their own 3D products in just a few mouse clicks at Shapeways.com. From lamps with a personal message to fruit bowls linking back to memorable moments, the Shapeways Creator Engine has a beta library of pre-designed product templates which is expected to grow rapidly over 2009.

"We recognize the desire of consumers who want to own or give something that is unique and has their special, personal touch," commented Peter Weijmarshausen, CEO of Shapeways. "With the Creator Engine, now anyone can participate in the artistic process and create something that is truly a reflection of their own needs and tastes. With the Creator Engine, we have broken the currently existing trade-off between freedom of design and the complexity of the design process."

"In today's world, consumers are universally less and less satisfied with the choice that the usual shops offer," said Jochem de Boer, CMO of Shapeways. "Instead, they are looking for ways to reflect their personal identity in the objects that they choose to have around them, or that they carefully select as a unique gift for their loved ones."

Shapeways offers 3D modelers an affordable, web-based platform to share and produce their designs imported directly from popular 3D modeling software via a technique called 3D printing. Shapeways verifies objects to ensure printability and provides a real-time cost estimate. Within 10 working days, a tangible 3D product will be produced and arrive at the consumer's home globally.

To experience the new Shapeways Creator Engine and the Shapeways community, log-on to: <http://www.shapeways.com/>

About Shapeways

Shapeways is the first online 3D consumer co-creation community. Harnessing the power of a creative community and a global network of production service partners, Shapeways ensures the most cost-efficient, reliable manufacturing and order fulfillment for digital manufacturing today. Shapeways is spinning-out from the Lifestyle Incubator of Royal Philips Electronics, located in Eindhoven, The Netherlands.

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