



passionate about creating

## Shapeways Debuts Do-It-Yourself 3D Printed Photographs

### Easy-To-Use Shapeways Photoshaper Allows Anyone To Turn Their Favorite Photos Into 3D Printed Objects

Eindhoven, The Netherlands (March 10, 2009) – Today, Shapeways has introduced the all-new Shapeways Photoshaper, a groundbreaking new service that allows anyone to turn digital photographs into 3D printed objects.

Users can logon to Shapeways.com, upload any photo and order their creations directly from Shapeways. Whether it's a beautiful landscape, a memorable child's photo or a work of art, with the Photoshaper anyone can transform their images into 3D with just a few mouse clicks and without any 3D software experience required.

"Shapeways really makes 3D creation fun, easy and available for everyone," commented Peter Weijmarshausen, CEO of Shapeways. "With Photoshaper we have empowered the average consumer to tap into technologies that used to be out of reach. In doing so Shapeways redefines online consumerism with direct access to unique and individually customized products that were never available before."

Based on the contrast of the picture (light and dark) the Shapeways Photoshaper automatically creates a depth-layered 3D object that can be printed by Shapeways with the latest in 3D printing technology (Rapid Prototyping). The 3D photo will be produced and delivered globally within 10 days and costs between \$40-50 (USD), including shipping. The Photoshaper accepts JPEG, PNG and GIF images (for best results use 1.5 megapixel or better which is supported by most digital cameras). The size of the 3D photo is 13cm – 9cm (5.11" – 3.5") landscape and portrait.

Shapeways Photoshaper is available at: <http://www.shapeways.com>

#### About Shapeways:

Shapeways offers a growing selection of free 'creators' online tools, available to anyone, to create customized, personalized objects. No special skills required. Other available creators are the widely popular Lightpoem and Ringpoem. For the advanced users, Shapeways online 3D printing community enables budding and experienced artists, architects, product designers and dabbling consumers alike, to easily order 3D designs as physical objects in an inspiring and affordable way. Shapeways recently launched *Shapeways Shops* to enable designers to make cash with their unique designs. Users can sell their 3D creations by simply setting up their own storefront and uploading their 3D model to the Shapeways Shops.

Shapeways is spinning-out from the Lifestyle Incubator of Royal Philips Electronics, located in Eindhoven, The Netherlands.

For more information visit <http://www.shapeways.com>.

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