



SHAPEWAYS INTRODUCES BETA FOR NEW ONLINE CONSUMER CO-CREATION COMMUNITY & DO-IT- YOURSELF (DIY) 3D PRINTING

Shapeways Brings 3D into Reality by Allowing Consumers to Cost-Effectively Custom Produce 3D Objects within 10 days or Less

Eindhoven, The Netherlands – July 23, 2008 – Today, Shapeways announces the launch of a private beta for their new co-creation service and community at Shapeways.com. For the first time, budding artists, architects, product designers and dabbling consumers alike can easily order their 3D designs as physically objects in an inspiring and affordable way. Whether it's creating a new utensil, the ultimate toy or a wacky piece of art, with Shapeways users can Do-It-Yourself (DIY) online. Using 3D printing (Rapid Manufacturing), Shapeways can produce almost any design users choose to upload.

Shapeways.com helps users import and modify designs made by popular 3D modeling software; currently accepted formats include STL, Collada, X3D. With a few clicks, Shapeways checks whether the submitted objects can be produced and provides a real-time cost estimate (average cost is \$50-\$150). Users can easily optimize the production cost of their design before they order by selecting the desired material and size. Within ten working days the tangible product will be produced and delivered to the consumer globally. Initially, the objects can be created in White Strong & Flexible (SLS), Cream Robust (FDM), White Detail and Transparent detail (both Objet); color and additional materials will soon follow.

“With Web 2.0 enabling user-generated content and co-creation, we feel Shapeways provides the next logical step for the consumer co-creation trend,” says Peter Weijmarshausen, CEO of Shapeways. “We are very proud to invite users to sign up for our (Beta) service. After they join our community they can experience the next generation of product creation, from PC screen to reality.”

“I have made designs virtually all my life,” comments Sacha Goedegebure, professional designer and 3D enthusiast. “It was almost a futuristic experience to actually have it produced at Shapeways.com and being able to touch and feel it for the very first time!”

The Shapeways community is a source of creative inspiration and advice; you can download 3D ideas and share or discuss your designs with fellow members. The site beta launch is by private invite only; users can sign up for consideration to enter the Shapeways community at <http://www.shapeways.com/beta>.

About Shapeways

Shapeways is the first online consumer co-creation community. Harnessing the power of 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.

Media Contact

Jessica Hasson | jessica@shapeways.com | 323-710-3556