



passionate about creating

SHAPEWAYS RELEASES “COLOR IT!”- PERSONALIZED PETS

Turn Your Child’s Drawing Into A 3D Printed Piece of Artwork

Eindhoven, The Netherlands May 12, 2010 -- Shapeways, (www.Shapeways.com), the online marketplace that offers affordable access to a huge range of personalized 3D printed products, today announced a new range in children’s art. Parents can now capture the moment and turn their children’s drawings into one-of-a-kind piece of 3D printed art. Something that will be treasured in the years to come. With this new concept, parents simply need to download the coloring sheet from Shapeways.com, let their children *color it*, either scan it or take a picture of it and then upload it to Shapeways. In just 15 working days, they will receive their child’s colored-in Pig, Sheep or Dog unique piece of art, a sandstone pet!



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How is this done?

Shapeways overlays the uploaded coloring sheet on the 3D file of the chosen animal. Then Oinkie (the pig), Wiggle (the dog), or Wooly (the sheep) is 3D printed in Full Color Sandstone.

Shapeways can 3D print almost any design created with popular 3D modeling software in full color and deliver them to your door. Printed items can be quite detailed and range from small in size to as large as 10 x 15 x 8 (not next line) inches. Shapeways.com facilitates uploads for full color 3D printing of 3D designs in the industry standard file formats VRML and X3D. However, for the Color It! range, no 3D design skills are necessary!

About Shapeways

Shapeways is an online marketplace where consumers can create a wide range of customized, affordable products, from personalized cufflinks and jewelry to puzzles, home décor and more. As a leading marketplace for unique printed items, Shapeways’ latest 3D printing technology allows consumers to co-create, print and buy custom-made products.

The personalized designs found on Shapeways have been created by a diverse community of artists and enthusiasts, who engage in everything from collaborative creation to selling their 3D designs as products through the unique Shapeways Shops, an international marketplace for consumer created 3D printed products. As the Shapeways community continues to grow, more and more one-of-a-kind designs become available to consumers.

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

For more information or high resolution pictures please contact:

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