



passionate about creating



## Shapeways Shops Have Arrived: New Global Marketplace For 3D Printed Products Launches

### From Model Trains to Gadgets, Shapeways Shops Launches For 3D Designers To Sell Their Products To the World In The First 3D-To-Reality Marketplace

Las Vegas CES, January 8, 2009 - Shapeways, a global 3D printing and production service, announced today the launch of the widely anticipated Shapeways Shops, a new marketplace for 3D modelers to sell their products. The Shapeways Shops offer artists, designers and hobbyists alike a unique online platform to show and sell their designs to a worldwide audience. The new global marketplace enables anyone to make money with their 3D modeling skills and bridges the gap between digital 3D models and real tangible products.

More details about Shapeways Shops can be found at <http://www.shapeways.com/shops>

Shapeways makes unique production affordable. Beautiful interior accessory designers, cutting edge gadget modelers and hobbyists alike can now easily make money with their 3D models. At no cost users are able to start their own Shop by simply uploading their models, setting a price point and instantly sell directly to the world.

Shapeways Shops does everything for you: payment service, customer support, production and shipments. Shapeways provides an easy, online interface for 3D artists and contemporary designers of all skill levels to order their reasonably priced 3D designs as physical, printed objects. Within ten business days a tangible 3D product will be produced and arrive at the customers home worldwide.

#### Key Points:

- Shapeways offers an online platform for 3D creatives to show and sell their designs to a worldwide audience.
- Shapeways Shop owners can price the items they are selling at any price point and control their own mark-up.
- Artists and designers keep the copyrights to their designed products
- Shapeways assumes full responsibility for production, orders, shipping and customer service, which enables designers to focus on doing what they do best: imagine and create.
- Shapeways accepts most 3D modeling software file formats (.STL, VRML, .X3D and Colada)
- Users and potential buyers can browse through their favorite designs easily through categorized objects on their Shops via the models or Shops gallery.
- Shapeways Shop owners can promote their shop and 3D designs on Shapeways landing page, as well as display feedback and comments.

#### About Shapeways:

Shapeways, passionate about creating, is a 3D printing and production service that harnesses the power of a global network of 3D production service partners to ensure cost-effective, reliable manufacturing and order fulfillment of 3D designs starting with custom 3D printing. Shapeways, is spinning out from the Lifestyle Incubator of Royal Philips Electrics, located in Eindhoven, The Netherlands.

#### Contact:

Jessica Hasson  
Jessica@terpin.com  
323-710-3556