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# Shapeways' Dark Side Reveals New Black Material in Time for Halloween

## New Black Detail Objet Material for High Resolution Model Creation With Rich Complexity for the Darkest Designs of the Year

EINDHOVEN, THE NETHERLANDS -- (MARKET WIRE) -- 10/15/08 -- Shapeways, a leading global community for DIY 3D-design and production, today announced a new, high-resolution black detail color for customers. Bring your scariest ideas to life with brilliant accuracy using one of the highest resolution design media available. Black Detail (Objet) joins White Strong & Flexible (SLS), Cream Robust (FDM), White Detail and Transparent Detail (Objet) already offered from Shapeways' cost-effective, do-it-yourself 3D printing (Rapid Manufacturing) service.

The new Black Detail material is available at an introductory rate of only \$0.97 per cm<sup>3</sup> (66.6% below the regular price) until October 19th, shipping and tax included. Simply upload a new or existing three dimensional model in STL, Collada or X3D, to Shapeways at <http://www.shapeways.com>, and the custom produced model will arrive in just a few short days, globally. Orders placed by October 19th will be delivered in time for Halloween.

"Our community has spoken, and we have listened," commented Jochem de Boer, CMO of Shapeways. "The Black Detail material enhances the complexity and ingenuity with which creative individuals can bring their imagination to life."

Shapeways.com helps users import and modify designs made by popular 3D modeling software; currently accepted formats include STL, Collada, X3D. The Shapeways service quickly checks and provides feedback whether the object can be made 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 user globally. Currently, the objects can be created in White Strong & Flexible (SLS), Cream Robust (FDM), Black Detail, White Detail and Transparent Detail (Objet); color and additional materials will soon follow.

### 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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