

MakerBot® Partners with OUYA to Let Gaming & 3D Printing Enthusiasts Express Themselves with 3D Printed OUYA Game Consoles

OUYA 3D Printing Development Showcased at GDC 2013 in San Francisco

SAN FRANCISCO--(BUSINESS WIRE)-- The first OUYA video game consoles are ready to ship to early backers on March 28, followed by OUYA's full launch in June, and the excitement is building for this new open console. To embrace the customizable features of OUYA, OUYA has partnered with MakerBot®, the global leader in desktop 3D printing, and its website Thingiverse.com, to create 3D design files for the first 3D printed OUYA game console. The MakerBot 3D printed OUYA game console will debut alongside OUYA's unveiling in San Francisco this week.

MakerBot and OUYA partner to bring 3D printing development kit to make custom OUYA game consoles. Designs are available on Thingiverse.com/ (Photo: Business Wire)

When you get an OUYA, you can go to Thingiverse.com and download the OUYA

MakerBot 3D Printing Development Kit and create your very own 3D printed OUYA game console case.

MakerBot has worked with OUYA to create 3D printed designs for the OUYA console case; the designs are optimized for printing on a MakerBot® Replicator® 2 Desktop 3D Printer.

The OUYA MakerBot 3D Printing Development Kit provides a 3D template and specs for printing console covers that the user can customize with patterns and colors. The console cases are printed in rugged PLA on the MakerBot Replicator 2 Desktop 3D Printer, or for those 3D printing experts, in ABS on a MakerBot Replicator 2X Experimental 3D Printer.

"We are pretty excited to be able to provide a 3D Printing Development Kit on Thingiverse.com for OUYA," noted Bre Pettis, CEO of MakerBot. "OUYA is one of the most exciting new developments in the gaming world, and MakerBot is thrilled to be a part of it. The custom 3D printed console cases are also really cool."

OUYA is an innovative, new game console that introduces a new category in video game entertainment by bringing an open experience – where any gamer creator can publish a game – together with the magic of console gaming on the television.

OUYA is the first game console to release 3D templates for its hardware that can be printed on a 3D printer. It not only allows OUYA owners to personalize their game consoles, but also brings OUYA into a whole new spectrum of innovation in the gaming category.

"OUYA is all about being open – from allowing any game developer to make games for the TV to being able to literally open the console with a standard screwdriver," said Julie Uhrman, CEO of OUYA. "It was a natural progression to extend our openness by partnering with MakerBot. What better way to bring OUYA's console to life than letting anyone print and modify it."

About MakerBot

Founded in 2009, Brooklyn-based MakerBot has grown to be a global leader in desktop 3D printing. There are more than 15,000 MakerBot Desktop 3D Printers in use by engineers, designers, researchers, and people who just like to make things. The MakerBot Replicator Desktop 3D Printer has been named Popular Mechanics "Overall Winner" for best 3D printer and has numerous awards, including being honored as one of Time Magazine's Best Inventions of 2012; "Best Emerging Tech" at the 2012 Consumer Electronics Show; won Popular Mechanics Editor's Choice Award; the Popular Science Product of the Year; and recently was awarded a TechCrunch Crunchies Award for best hardware start-up; and Fast Company 2012 Innovation by Design Award, as well as being named by Fast Company as "One of the World's Top 10 Most Innovative Companies in Consumer Electronics." The company has been featured on the cover of WIRED, The New York Times, The Wall Street Journal, the Economist, Inc., Worth, The Colbert Report, Fast Company, Engadget, Make: Magazine, Rolling Stone, Time.com, IEEE Spectrum, CNN, Financial Times, NPR, Vogue Italia and many others. Follow MakerBot @MakerBot.

About OUYA

OUYA was created in 2012 by <u>Julie Uhrman</u>, a video game industry veteran who saw an opportunity to open up the last closed game platform — the TV. Julie and an initial team of game developers and advisors brought the concept to life, with the help of Yves Behar, OUYA is a new kind of game console that is \$99.99 and where all games are free to try. OUYA will ship to early backers followed by a full launch in June and available at Amazon, Target, Gamestop, and Best Buy. For more information please visit <u>www.ouya.tv</u> or follow @playouya.

Photos/Multimedia Gallery Available: http://www.businesswire.com/multimedia/home/20130327005934/en/

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