

July 17, 2009

SHAPEWAYS

Shapeways Launches 3D Customizable Game Styluses

Multiple Designs With a Monogram Option Bring Fun and Style to Handheld Video Game Devices, Tablet PCs and PDAs

EINDHOVEN, THE NETHERLANDS -- (MARKET WIRE) -- 07/17/09 -- Shapeways, the 3D design co-creation community, expanded its selection of easily customizable products today by announcing its new Stylus Creator. All those small electronic devices being released come with a boring grey factory standard stylus, why not express yourself and choose from a set of different templates, including a Donkey Kong stylus, and add initials to create a unique, playful stylus?

Design loving

"Shapeways is always looking to provide the highest level of quality via the latest technologies for its users," commented Peter Weijmarshausen, CEO of Shapeways. "So our new Stylus Creator is perfect for tech-savvy and design-loving users as it brings exciting custom design to such an intensively used tool."

3D printing in metal

Users will be able to easily customize their own stylus through the Creator simply by choosing their desired template, entering their initials and the order is all but complete. To make each unique stylus, Shapeways uses the technique of 3D printing in metal to ensure that this optimal quality will last a life time. The price of a custom metal stylus is \$29.50 (including shipping and excl. VAT. However Shapeways is situated in Europe so no VAT is being charged). Also, there is an offer for any three white plastic design styluses for \$25.00, since these handy items tend to get lost! Styluses can be ordered at www.shapeways.com/creator/stylus.

About Shapeways:

Shapeways, the world's first 3D co-creation community, brings design to life with cost effective, high quality 3D printing. Shapeways is redefining Do-It-Yourself by connecting consumers to the latest in micro production with easy to use click-and-drag product customization and advanced upload-to-print tools for seasoned 3D designers. Shapeways encompasses a diverse community of artists and enthusiasts engaging 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. Shapeways is spinning out from the Lifestyle Incubator of Royal Philips Electronics, located in Eindhoven, The Netherlands.

Editors Note: Images available at <http://www.shapeways.com/presscorner>.

[Add to Digg](#) [Bookmark with del.icio.us](#) [Add to Newsvine](#)

Media contact:

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

Rian Gemei
rian@Shapeways.com
Tel: 0031-402741552