



DESKTOP FACTORY TO EXHIBIT THEIR LOW-COST 3D PRINTER IN THE FUTURE OF DESIGN PAVILION AT WIRED NEXTFEST IN LA

NextFest attendees can see first-hand how the Desktop Factory 125ci 3D printer will revolutionize the 3D printing world by bringing affordable 3D printing to the masses

SAN FRANCISCO, September 12, 2007 --- WIRED Magazine today announced that Desktop Factory will be exhibiting at WIRED NextFest™, a unique world's-fair-style event to be held at the Los Angeles Convention Center, September 13–16, 2007. The four-day festival will feature more than 160 exciting interactive exhibits of the innovative products and technologies that are transforming our world. Over the past three years, more than 100,000 visitors have visited WIRED NextFest in San Francisco (2004), Chicago (2005) and New York (2006).

Desktop Factory will provide a glimpse into the future of design by demonstrating their Desktop Factory 125ci 3D printer. The Desktop Factory 125ci 3D printer, which at \$4,995 is the lowest price 3D printer on the market, builds durable, functional models from the bottom up, one layer at a time. Unlike traditional 3D printers, the Desktop Factory printer has, from the start, been designed to be extremely user friendly and can be plugged into standard wall outlets, is fully network compatible, and requires no special ventilation. NextFest attendees will be able to see first hand how the Desktop Factory printer and its accompanying software transforms objects created in industry standard 3D files formats into robust parts, layer by layer from inexpensive composite plastic powder. To experience the future of affordable 3D printing for the masses, visit the Future of Design pavilion at WIRED NextFest.

To learn more and to purchase tickets for WIRED NextFest:
<http://www.wirednextfest.com>.

If you are a member of the press, you can register for a press pass at:
<http://www.wirednextfest.com/inform/press.php>.

About WIRED

For nearly 15 years, WIRED Magazine has been the first word on how technology is changing the world around us. Each month, the magazine delivers a glimpse into the future of business, science, entertainment, education, culture and politics. Under the leadership of Editor-in-Chief Chris Anderson, WIRED has been nominated for an

unprecedented six consecutive National Magazine Awards for General Excellence, winning the industry's prestigious top prize in 2007 and 2005. WIRED magazine and Wired.com reach nearly 6 million readers per month.

###

Media Contacts:

Teresa Bridwell
Idealab for Desktop Factory
Direct: +1 626 535 2886
Email: teresa@idealab.com

Alexandra Constantinople
WIRED Media
Direct: +1 415 276 4962
Email: Alexandra_Constantinople@wired.com