



**FOR IMMEDIATE RELEASE**

**DESKTOP FACTORY NOW ACCEPTING ADVANCE RESERVATIONS  
FOR ITS HIGHLY-ACCLAIMED LOW COST 3D PRINTER**

*Due to high consumer interest, deposits will now be accepted for the first 1,000 units*

**PASADENA, CA – September 13, 2007** – Desktop Factory, Inc., a technology start-up with the mission to bring affordable desktop 3D printing to the masses, today announced that, in response to growing customer demand, the company will begin accepting reservations for its forthcoming low cost 3D printer, the Desktop Factory 125ci.

Starting today, Desktop Factory will begin taking a 10% deposit (\$495) for the first 1,000 reservation orders placed via the company's web site <http://www.desktopfactory.com>. With the introduction of the Desktop Factory 3D printer, disruptively priced at \$4,995, Desktop Factory is bringing the power of printing in 3D to the masses.

“The potential of 3D printing and the vast array of applications for the technology immediately captures people’s imagination,” said Cathy Lewis, CEO of Desktop Factory. “Judging by the thousands of inquiries we’ve received from around the world, the Desktop Factory 125ci, with its promise of affordable, accessible 3D printing, will far exceed our initial sales projections. That’s why we’ve decided to start taking advanced reservations from people who want to be among the first to lead this revolution in desktop fabrication.”

**The Future of 3D Printing**

Until now, 3D printers have been large, expensive machines confined to the shops and design departments of major corporations and elite design firms. The Desktop Factory 3D printer, however, is about the same size as early laser printers measuring approximately 25 x 20 x 20 inches and weighing less than 90 lbs. Unlike traditional 3D printers, the Desktop Factory printer has, from the start, been designed to be extremely user friendly. The printer can be plugged into standard wall outlets, is fully network compatible, requires no special ventilation and uses an inexpensive halogen light source and drum printing technology to build its robust parts layer by layer using low-cost composite plastic powder.

The Desktop Factory printer uses industry standard 3D file formats to build its highly durable models and has a maximum build volume of 5 x 5 x 5 inches. Build speed is comparable to existing 3D printing technologies and proprietary software automatically slices and orients the part for optimal build performance and creates any required support structures. The Desktop Factory 125ci is currently in beta with initial shipments planned for 2008.

Desktop Factory will be demonstrating the Desktop Factory 125ci 3D printer in the Future of Design pavilion at WIRED NextFest which is being held this week in Los Angeles (<http://www.wirednextfest.com>).

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### **About Desktop Factory**

Desktop Factory was started by Idealab in 2004 and, collectively, the team has over 100 years of experience in 3D printing, laser printing and CAD/CAM. The company is combining these talents to bring 3D printing capabilities to designers, engineers, students and eventually hobbyists and other home users. Desktop Factory is based in Pasadena, CA. For more information about Desktop Factory, please visit [www.desktopfactory.com](http://www.desktopfactory.com).

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