



FOR IMMEDIATE RELEASE

Contact

Nicola Davies
Proto Labs
+44 (0) 1952 683047
nicola.davies@protolabs.co.uk

Compact sensor that collects range of scientific data wins Proto Labs Cool Idea! Award PocketLab brings entry-level data measurement to anyone with an inquisitive spirit

Myriad Sensors Inc. is the latest recipient of the Cool Idea! Award, a service grant given to innovative companies by quick-turn manufacturer Proto Labs, Ltd. The California, U.S.-based start-up is the creator of the PocketLab device, which uses a wireless sensor and software platform to measure a number of different data fields that are then transmitted back to a computer or smartphone for analysis.

The handheld device is relatively inexpensive — £70 compared to others over £700 — and intuitive for users, making it particularly well-suited for students, teachers and professors working on science projects in need of solid analytical data.

“You can attach PocketLab to a model rocket, for example, to measure the launch acceleration and peak altitude. Or take it skiing with you to measure your altitude and acceleration down the slope. Or optimise movement in your next robotics project,” explains the product’s inventor, Clifton Roozeboom.

The types of data it can collect extends beyond altitude and acceleration to record rotation, position, barometric pressure, temperature, humidity and magnetic field, all of which are transmitted via Cloud technology back to a student or teacher for statistical support on a project or experiment. “We want to widen the path to a deeper understanding of physics and engineering,” says Roozeboom. “In the same way a calculator is crucial to solving a math problem, we want PocketLab to enable better understanding of physical laws and concepts.”

Roozeboom plans to use his grant on injection-moulded plastic casings that form the outer shell of the device as well as additional liquid silicone rubber components. The parts will serve an integral role in the protection and durability of end-use devices. After successfully pilot testing PocketLab in 2014, Myriad Sensors launched its product to market at the start of 2015.

“We saw an idea that not only offered a simple way of collecting complex data, but one that would provide great accessibility to educators and young people interested in exploring the world,” says Proto Labs founder Larry Lukis.

About Cool Idea! Award

Since 2011, the Cool Idea! Award has provided more than £500,000 in Proto Labs prototyping and low-volume production services to entrepreneurs developing new products in Europe and the United States. Unlike other product awards that recognise products after they’re in mass production and

on store shelves, the Cool Idea! Award is meant to help innovative ideas come to life. For more information about the Cool Idea! Award and to apply, visit www.protolabs.co.uk/coolidea.

About Proto Labs

Proto Labs is the world's fastest digital manufacturing source for custom prototypes and low-volume production parts. The technology-enabled company uses advanced 3D printing, CNC machining and injection moulding technologies to produce parts within days. The result is an unprecedented speed-to-market value for product designers and engineers worldwide. Visit protolabs.co.uk for more information.

About Myriad Sensors Inc.

Myriad Sensors was founded by Clifton Roozeboom to develop products like PocketLab, a portable science lab that makes hands-on learning easy and intuitive. PocketLab has received accolades in competitions hosted by Yale and Stanford University, and it most recently captured Proto Labs' award for innovation. For more information, visit thepocketlab.com.

#