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### ***Italian-designed Smartphone Breathalyser Latest Recipient of Cool Idea! Award*** *Elegant and practical FLOOME developed with the help of Proto Labs*

**Shropshire, UK – 17<sup>th</sup> September 2013:** [FLOOME](#), a universal, smartphone add-on that provides users with accurate and reliable blood-alcohol readings, has received a Proto Labs (NYSE: PRLB) Cool Idea! Award.

Proto Labs, the world's fastest manufacturer of CNC machined and injection-moulded parts launched the [Cool Idea! Award](#) to help product designers bring their innovations to life by awarding prototyping and short-run production services to recipients. Proto Labs provided the designer of FLOOME, Marco Barbetta and the Italian company 2045Tech co-founded with Fabio Penzo, with a total of eight moulds, from each of which 1,000 production parts were created.

"FLOOME is the first, reliable smartphone Breathalyser," says Mr. Barbetta. "You blow in to it and it measures your Blood Alcohol Concentration. The data is then available to view using the smartphone app, so you can see your BAC and whether you are within the legal limit to drive a vehicle."

The device connects using a smartphone's headphone mini-plug socket. Its detection technology is based on an innovative patent pending system, similar to that currently used in professional and law-enforcement breathalysers. Helpfully, the FLOOME app also shows the estimated time required for the users BAC to recover to safe levels. "You can set an alarm in the app that reminds you when it is safe to drive again," says Mr. Penzo

Unlike other product awards that recognise products *after* they're in mass production and on store shelves, Proto Labs' Cool Idea! Award is meant to help cool ideas come to life. Eligibility for the award is determined during the design and development stage, when innovators are too often stymied by lack of resources or funds to turn their ideas into real products.

As well as being an extremely precise Breathalyser, FLOOME boasts a chic, Italian design. "After many sketches and prototypes, we came up with a really unique, eye-catching shape; its smooth edges and lightness also make it easy to carry around. We conducted comprehensive usability and user experience studies and eventually created a product that we think will offer customers a premium experience. We assessed its performance at the University of Padova then, when we'd finished the prototype and the testing, we submitted the eight component parts to Protomold.

Receiving the Cool Ideas! Award has enabled us to move from the testing stage into production, which is a big hurdle for any new product.”

Larry Lukis, founder of Proto Labs, adds: “FLOOME eliminates the predicament many find themselves in while out for a drink: It provides an accurate and at-the-ready means to determine when they are safely able to drive. Combined with its elegant design aesthetic and smartphone integration, this cool product should be a great success.”

**End**

For more information about the Cool Idea! Award and how to apply visit [www.protolabs.co.uk/CoolIdea](http://www.protolabs.co.uk/CoolIdea).

#### **About Proto Labs®**

Based in Shropshire in the UK, Proto Labs Limited has radically changed the economics and lead times associated with the production of prototype and low-volume parts for European manufacturers. Proto Labs' customers include companies from all sectors such as medical, aerospace, automotive and consumer electronics. With two service offerings: Firstcut® delivers machined parts (ideal for quantities of 1-10 parts) in over 30 production-intent materials including aluminium and brass while Protomold® delivers injection-moulded plastic parts (ideal for quantities of 10-10,000+) in just about any production-intent material. Using an 'ultra-fast' compute-cluster Proto Labs offers a web-based quoting system which includes a detailed manufacturability analysis and an accurate all-in production price in just hours and can ship orders in as little as one business day. For more information please visit [www.protolabs.co.uk](http://www.protolabs.co.uk)

#### **About Protomold®**

Protomold is the injection-moulding service offered by Proto Labs, Limited. Designers and engineers can submit a 3D CAD model of a part to the Protomold web-based quoting system, ProtoQuote®, and receive a detailed 3D model manufacturability analysis and an accurate all-in production price in hours rather than weeks. With ProtoQuote, customers can easily react to last-minute design changes, uploading as many iterations as they need to get the right model, material and cost. This in turn greatly reduces the time-to-market for a new product. In addition to all this, Protomold can deliver injection-moulded prototype and low-volume plastic parts manufactured from a choice of hundreds of production-intent materials in as little as one business day. For more information please visit [www.protomold.co.uk](http://www.protomold.co.uk)

#### **About Firstcut®**

Firstcut is the machining service offered by Proto Labs, Limited. Designers and engineers can submit a 3D CAD model of a part to the firstcut web-based quoting system, FirstQuote®, and receive a detailed 3D model manufacturability analysis and an accurate all-in production price in just hours rather than weeks. With FirstQuote, customers can easily react to last-minute design changes, uploading as many iterations as they need to get the right model, material and cost. This in turn greatly reduces the time-to-market for a new product. Firstcut allows customers to make a fully functional prototype much earlier in the development cycle from a range of over 30 production-intent materials such as ABS, Nylon, PEEK, aluminium or brass produced in as little as one business day. For more information please visit [www.firstcut.eu/gb](http://www.firstcut.eu/gb)

#### **About FLOOME**

[FLOOME](http://www.floome.com) is the first product from 2045Tech S.r.l., an Italian start-up company that develops devices combining innovative technology with beautiful design. Founded by Fabio Penzo and Marco Barbeta in Italy, 2045Tech was launched in February 2013. For more information, visit [www.2045tech.com](http://www.2045tech.com)

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