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Proto Labs Cool Idea! Award Winner, Sleeping Beauty, Delivers Peace of Mind with Low-Power, Geolocation Technology

Sleeping Beauty, an innovative compact security device for tracking valuable possessions, is the latest recipient of the Proto Labs Cool Idea! Award, a generous service grant which helps companies get their product to market as quickly and efficiently as possible.

To receive a Cool Idea! Award, companies and individuals apply to Proto Labs (which has a manufacturing facility in Telford, Shropshire) explaining their product proposal and detailing the benefit the service grant will bring to their business.

Developed and produced in Berlin, Germany, the production schedule for Sleeping Beauty took a significant leap forward thanks to the support from Proto Labs, bringing the device to market much sooner than anticipated.

After receiving confirmation of their Cool Idea! Award, product designers at Sleeping Beauty leveraged their service grant by utilising Proto Labs' specialist CNC machining services to prototype and validate the design of their product's plastic enclosure. With production insight garnered during Cool Idea! Award process, Sleeping Beauty has decided to use low-volume production with rapid injection moulding to facilitate production requirements.

Jakob Lipps, co-founder of Sleeping Beauty, said there are multiple benefits of winning the grant: "In addition to the monetary aspect of receiving the Cool Idea! Award, Proto Labs' design for manufacturability feedback made it simple for us to improve our initial design for production. Working with a single manufacturer made for a smooth transition from machined prototypes to moulded production parts."

Commenting on selecting Sleeping Beauty as a Cool Idea! Award winner, Larry Lukis, Proto Labs founder, said: "In a market cluttered with complex gadgets, Sleeping Beauty is an elegant solution for a variety of common problems. It's simple and intuitive design makes it well-suited to succeed in the consumer marketplace. For Proto Labs, it's both exciting and rewarding to be able to support Sleeping Beauty as it brings its new device into production."

Sleeping Beauty uses GSM and GPS tracking to pinpoint the location of an object anywhere in the world within cellular network coverage. Using geolocation technology combined with low-power consumption is a breakthrough design for a mass market product. Using low-power consumption technology, when stationary, the device remains in a sleeping state to conserve power. Once movement is detected, Sleeping Beauty wakes up and sends location data to its owner via push-notification on a smartphone application. This unique sleep capability allows the device to run on a single battery for up to one year.

Sleeping Beauty can be used to monitor automobiles or other valuables in storage, protect homes from intruders, and track shipping containers from destination to destination, among many other potential applications.

Sleeping Beauty is primarily targeted at the consumer market, but its creators see promise in businesses-to-business applications in the future. Sleeping Beauty will be available in Europe by December 2016 and have an initial price of €136.

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Notes to Editors:

About Sleeping Beauty

Sleeping Beauty is a compact security device with the size of a hockey puck which protects and tracks valuable possessions using a cellular network and GPS to triangulate its position. Sleeping Beauty can track almost any object anywhere in the world where there's cellular network coverage.

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 designers and engineers and an on-demand resource throughout a product's lifecycle. Visit protolabs.com for more information

About the Proto Labs Cool Idea! Award

The Cool Idea! Award helps entrepreneurs bring innovative products to market through grants that support product prototyping, testing and production. For more details and to apply for a Cool Idea! Award, go to www.protolabs.com/cool-idea.

For further information, please contact:

Sara Richardson
Communications Manager Europe
Tel: 01952 683059
Email: sara.richardson@protolabs.co.uk

Proto Labs Ltd. Halesfield 8, Telford, Shropshire. TF7 4QN
www.protolabs.co.uk