

**Please Embargo Until March 7th at 9am**

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## **Inventables Announces Easel: Free Design & Fabrication Software Enables Affordable DIY Manufacturing**

**Austin, TX – March 11, 2014** – During his featured talk today at South By Southwest, [Inventables](#) CEO Zach Kaplan announced the launch of [Easel](#), the world's first free cloud-based design and fabrication software. With Easel, users can easily design from scratch and physically make a product or project on a computer controlled (CNC) milling machine using real materials like wood, plastic, and soft metals. Easel is available now at [www.easel.com](http://www.easel.com).

“Desktop publishing software that came out in the 1980’s and 90’s put industrial strength publishing tools, that were once only accessible to large companies, in the hands of millions of people. At Inventables we believe Easel will do the same thing for desktop manufacturing,” said [Zach Kaplan](#), CEO of Inventables.

Easel is a natural pairing with the [Shapeoko](#) open-source desktop milling machine, which Inventables sells for \$650. Shapeoko 2 was released in October 2013 and has become the fastest selling CNC milling machine ever.

With Easel, users design in 2D and see a real-time preview of the design in 3D on their computer screen. The 3D preview provides a what-you-see-is-what-you-get style experience. When the design is finished, Easel can directly control a CNC Milling machine to manufacture the final product out of wood, plastic, or soft metal.

Easel: The CAD/CAM software for the rest of us.

- **First parts in under 5 minutes** - Most design and manufacturing software is complex, and takes significant time to understand and master. With Easel, users can go from idea to finished product in under 5 minutes.
- **No specialized knowledge required** - Design for manufacturing used to be the sole province of mechanical engineers and professionals in the field. Easel has all of that expertise built-in, so the user can work on their creative ideas without worrying about things like material densities, toolpathing, and other jargon-filled concepts.
- **Real Materials** - With Easel, users can design with a specific material in mind, such as woods, plastics, and soft metals. Easel takes care of all the material-specific calculations to make sure the finished product will look exactly like the design, and will alert the user if

there is a problem with a design feature.

- **Real-Time Design Feedback** - Users design in 2D on the left side of the screen and view the 3D version on the right side, in their material of choice.
- **Runs the CNC Mill** - In addition to design, Easel also directly controls the Shapeoko CNC Milling machine. After the design is complete, the user sends it via USB to the CNC Milling machine to create the project.

The Shapeoko CNC milling machine kit is capable of creating precision parts and models from plastic, wood and metal. Inventors and designers use the Shapeoko, an open source, low-cost desktop CNC mill, to bring their imagination and designs to life. Inventables offers two Shapeoko kits Mechanical, and Full, each of which can be assembled in a weekend. The Mechanical kit, which costs \$299, is designed for experienced CNC machine builders who will add electronics and modify the kit to get it running and suit their needs. The Full kit, which costs \$649, includes everything necessary to create a working machine, including tools and electrical components. Once completed the kit can be assembled over a weekend and can carve into many materials with precision once completed, including hard and soft wood, various plastics, aluminum, and circuit boards.

“Inventables is offering Easel free of charge because our goal is to get widespread adoption and have as many people participating in product development as possible. We believe in the next two decades we will move from a world where there are about 2,000 manufacturers making consumer products to a world where there will be more than 2 million. Easel presents the opportunity for anyone with access to a computer to start creating products for free,” said Kaplan.

#### About Inventables

Founded in 2002, Inventables’ mission is to ignite the digital manufacturing revolution by simplifying the path from idea to finished product. Recognized as the hardware store for designers, Inventables sells desktop manufacturing machines and thousands of materials in small quantities. Small manufacturing businesses purchase raw materials and machines from Inventables’ online store daily to use in manufacturing their own products from jewelry to eyeglasses to sell to customers. When a material from the site is needed in a large volume, Inventables assists in making connections to the manufacturer or supplier.

#### About SXSW Interactive (Friday, March 7 – Tuesday, March 11, 2014)

An incubator of cutting-edge technologies and digital creativity, the 2014 event features five days of compelling presentations and panels from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable lineup of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to preview the technology of tomorrow today. Join us in March 2014 for the

sessions, the networking, the evening events, the 17th Annual SXSW Interactive Awards, SXSW Accelerator, the SXSW Gaming Expo, the SXSW Trade Show, SXSW Create, the Digital Creative Job Market, cross industry conversations with attendees from SXSW Film and SXSW Music, and, most of all, the unforgettable inspirational experiences that only SXSW can deliver. More 2014 SXSW Interactive panel programming will be announced on Monday, October 14.

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Note to editors: High-res images are located in the Inventables Press Kit at [www.inventables.com/press](http://www.inventables.com/press)