

Press Release

**CASSIUS by Fluid Forms –  
exclusive living accessories created by boxing gloves and 3D printer**

**Mass products and boring browsing through catalogs are a thing of the past. Fluid Forms points to the future of modern product development: With CASSIUS, the first market-ready concept of its kind, original lights for one's own living room are punched out of a virtual block. A sophisticated software and 3D printer turn consumers into 'powerful' designers of individual products with just a few mouse clicks.**

**2<sup>nd</sup> September 2008, Graz** – Instead of offering prefabricated mass products to customers, Fluid Form turns consumers into designers of their own creations at [www.fluid-forms.com](http://www.fluid-forms.com).

CASSIUS, an interactive design interface invites the user to a virtual boxing match and sets a further step towards User Manufacturing: 'With their computer-mouse, users compete against a 3D model of a punching bag. Virtual boxing gloves give blows on this punching bag and thus form an exclusive and unique object' describes Hannes Walter, CEO, the original interface. 'More and more consumers want to create high quality products on their own, both for themselves and for others. Our developments promote this concept of user generated design and, at the same time, move the complex production steps in the background.'

Thus, the home made software *Formatory* always turns the user into a winner: on the basis of the readily adapted computer model, production data is generated instantly by the company's software and transmitted to Austrian production facilities. 3D printers transform the virtual draft layer by layer into an exclusive art object. Within 3 weeks, CASSIUS will lighten up the living rooms of its creators as an original lampshade.

**CASSIUS at the ARS Electronica**

With CASSIUS, Fluid Forms also keeps visitors of the internationally renowned media art festival [ARS Electronica](#) in suspense: On the festival, visitors compete

against a real punching bag, peppered with sensors. Force and position of each blow, but also hugs, are transmitted to the computer model of the punching bag. Stephen Williams, CTO at Fluid Forms, about CASSIUS: 'Consumers playfully turn into sculptors of the 21<sup>st</sup> century. With CASSIUS, we are forming the consumer landscape in a totally new way!'

From 04<sup>th</sup> to 09<sup>th</sup> September, CASSIUS can be challenged live at the ARS Electronica at the Architekturforum Oberösterreich (Herbert-Bayer-Platz 1, 4020 Linz).

### **About Fluid Forms**

Fluid Forms was founded in 2005 as an innovative label. On the platform [www.fluid-forms.com](http://www.fluid-forms.com) everybody can create individual and functional design objects. By the help of the easy-to-use software of the company, consumers become part of the whole product design.

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