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

MAPLE PLAIN, MINN.—November 15, 2016—Sleeping Beauty, a compact security device for tracking valuable possessions, is the latest recipient of the Proto Labs Cool Idea! Award, a service grant given to innovative companies by quick-turn manufacturer Proto Labs, Inc (NYSE: PRLB). The award is helping the German-based company jump start the production of Sleeping Beauty, bringing it to market much sooner than otherwise anticipated.

Product designers at Sleeping Beauty initially leveraged Proto Labs' CNC machining services to prototype and validate the design of their plastic enclosure. With the Cool Idea! Award, they have shifted to low-volume production with rapid injection molding.

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 molded production parts."

Sleeping Beauty uses GSM and GPS tracking to pinpoint the location of an object anywhere in the world within cellular network coverage. Although geolocation technology isn't new, combining it with low-power consumption in a mass market context is a breakthrough — similar products are typically reserved for niche applications. When the device is stationary, it 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, track shipping containers from destination to destination, among many other potential applications.

“In a market cluttered with complex gadgets, Sleeping Beauty is an elegant solution for a variety of common problems,” said Proto Labs founder Larry Lukis. “Its simple and intuitive design makes it well-suited to succeed in the consumer marketplace. We are excited to support them as they bring the device into production.”

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 EUR. The North American launch will follow by the middle of 2017.

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 molding 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.