

# MASSLESS

FOR RELEASE ON JUNE 1, 2017 AT 1030AM, PST

## **MASSLESS Unlocks Virtual Reality for Designers and Engineers**

MASSLESS Pen delivers incredible precision and high responsiveness for the most intuitive and immersive 3D model development and manipulation.

SANTA CLARA, Calif. - June 1, 2017 - MASSLESS Corporation, a pioneer in precise, high performance, intuitive design tools for the world's greatest 3D designers and engineers today announced The MASSLESS Pen. The MASSLESS Pen uses VR to solve some of the biggest 3D modelling challenges in animation, civil and mechanical engineering through significantly improved design, manipulation, review and collaboration and unlocking the potential of the extra third dimension that has been missing in the workplace.

“We are incredibly excited to launch the MASSLESS Pen. This is the first solution to bring the benefits of immersive VR to complex, high precision 3D modelling applications for Mechanical Design, Animation and Civil Engineering,” said Dr. Jack A. Cohen, CEO, MASSLESS. “The ability to lift the Pen off your desk and move it in the space all around you makes 3D modelling, manipulation and navigation intuitive, fast and accurate in a way which has never been possible with traditional interface devices like a mouse, SpaceMouse® or tablet.”

The development, manipulation, review and editing of large 3D models has suffered from long, expensive design and review cycles which can limit productivity, profitability, innovation and creativity. This is because working with large 3D data sets is slow and cumbersome due to the confining traditional 2D monitor views, unintuitive 2D interface devices like mouse, SpaceMouse® and tablets. Team and client reviews are still relegated to computer monitors or printouts which causes more iterations and reviews which further erodes productivity and profits. Real-time design or review collaboration is almost impossible, so current development, manipulation and review process is serial, not parallel. In response, designers, engineers, other team members and clients are demanding a better way of interfacing with their commercial projects. They are beginning to experience VR and AR at home, but no commercial grade solutions have been available.

“Our early adopter team has helped us iterate and refine The MASSLESS Pen and there is already feedback that The MASSLESS Pen is not only making them work faster, but it is fundamentally changing the way they develop, manipulate and review 3D data.”Continued Cohen, “We have surrounded ourselves with development partners that are industry leaders in

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human interface devices, 3D modelling and 3D design”.

“We are constantly reviewing and deploying new technology to drive productivity and improve our client experience.” said David Edge, Global Visualization Leader at ARUP “we have been reviewing AR/VR for a number of years, but the interface tools for actual infrastructure design, manipulation and review haven’t existed with the level of precision required for the kind of projects we’re leading. The MASSLESS Pen helps our teams to push the boundaries of thinking in design to create increasingly innovative project solutions, thereby increasing our client outcomes.”

The MASSLESS Pen is a high accuracy, responsive and intuitive interface device that enables designers and engineers to build, edit, manipulate, review and collaborate on 3D models. It allows you to literally develop a model by “drafting” in 3D space.

- **A faster, more intuitive way of working in 3D** - The MASSLESS Pen enables designers and engineers to intuitively develop, review and manipulate large 3D models in real time from within the dataset. The MASSLESS Pen removes the barrier to productivity and performance that normally limits 3D designers and creates a seamless bridge for 2D artists to enter 3D design.
- **Incredible precision with no performance penalty** - The MASSLESS Pen delivers incredible precision with up to 0.05 millimeter accuracy without sacrificing the performance required for high pressure deadlines. The MASSLESS Pen is the most precise tool in VR.
- **Collaboration the way it should be** - MASSLESS finally makes collaboration on large 3D designs work the way we expect - seamless, intuitive and immersive. MASSLESS enables design review, modification and collaboration in real time across multiple locations - one party can review the design, give feedback to the designer and see the changes occur in real time while navigating within the dataset.

"We did an initial round of investment in MASSLESS last Spring because in AR and VR the mouse and keyboard become obsolete and there is a need to reinvent the way we interact with the world. We were looking for a high precision and intuitive interface device that is a fundamental requirement to bring the incredible immersive power of VR to professionals such as designers and engineers,” said Ori Inbar, founder and managing partner at Super Ventures. “The MASSLESS team has done an outstanding job of taking their prototype product and turning it into the product they are launching today. The MASSLESS Pen has become one the most anticipated new product launches in our portfolio.”

The MASSLESS Pen is compatible with both Oculus Rift and HTC Vive. The MASSLESS Pen can also be used on an physical surface as an accurate 2D stylus for graphic development and

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editing and your everyday computer interface device. The MASSLESS Pen will be available before the end of the year and MASSLESS has a limited Early Adopter Program currently underway.

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