



ULTIMAKER

FOR LIMITLESS THINKERS

Brianna Button

Liz LeClair

VC 360

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Mobile Screens
Trade Show
Apparel

BACKGROUND

BRAND BRIEF

Where do we come from?

We come from a background of technology savvy and curiosity about adding another dimension to their existing 2D printing company. The three partners were open to sharing knowledge of 3D printing and “tinkered” to success. The three partners of Ultimaker were participants working on the open-source RepRap project. They took their knowledge of open-source 3D printing software and created the protobox Ultimaker. With the success of the protobox, the company released the Ultimaker Original with an open-source license. In September of 2013 came the Ultimaker 2 with their open-source, community based software Cura.

What are we good at?

We are good at providing high quality yet affordable products and user friendly software in a portable and easy to use format.

How are we different?

We are different through our versatility and range of users and their skill level. We are also very community driven and offer a free open-source software that provides the users all they need to know about creating a file to print something using their 3D printer.

Whom do we serve?

We serve a range of users who are not technology savvy to professional experts. If you can think it, you can make it.

Why do we do all this?

3D printing provides incredible opportunities for many industries to utilize its possibilities. It's not just convenient, but it is improving the medical and educational fields by creating anything from a functioning human organ to a classroom ruler. By having the access and ability to create any tool model or product that they might need in an easy and fast manner.

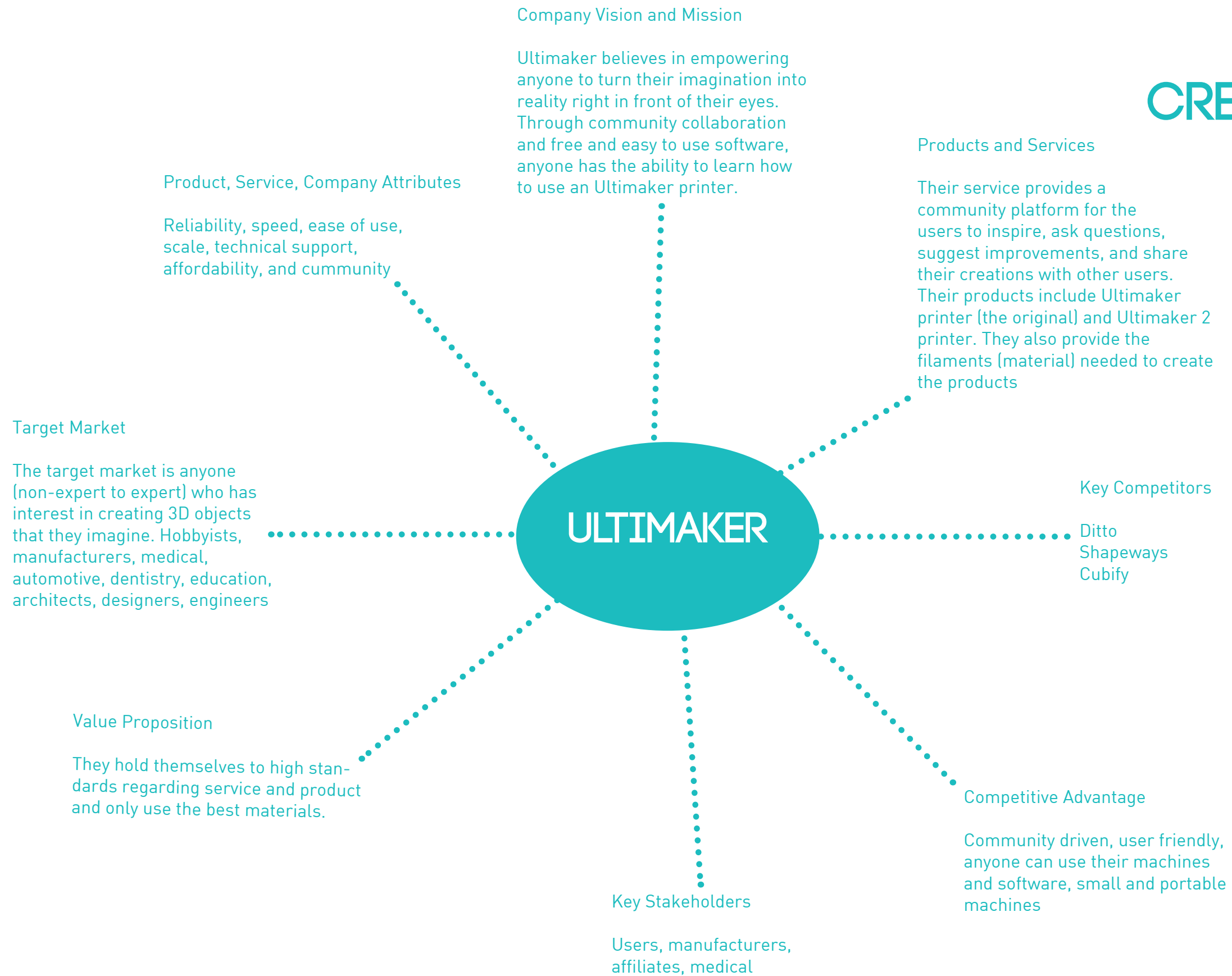
What do we believe in?

“Ultimaker believes in empowering anyone to turn their imagination into reality right in front of their eyes.” At Ultimaker, we believe that print is extending beyond output on media to the creation of an actual object, and that presents incredible opportunity. We believe in intellectual curiosity and an open source community that improves itself by users collaborating and sharing ideas.

How do we act?

We act as a community of collaborators all looking to improve themselves and the industry of 3D printing as a whole.

CREATIVE BRIEF



RESEARCH

DESIGN MATRIX

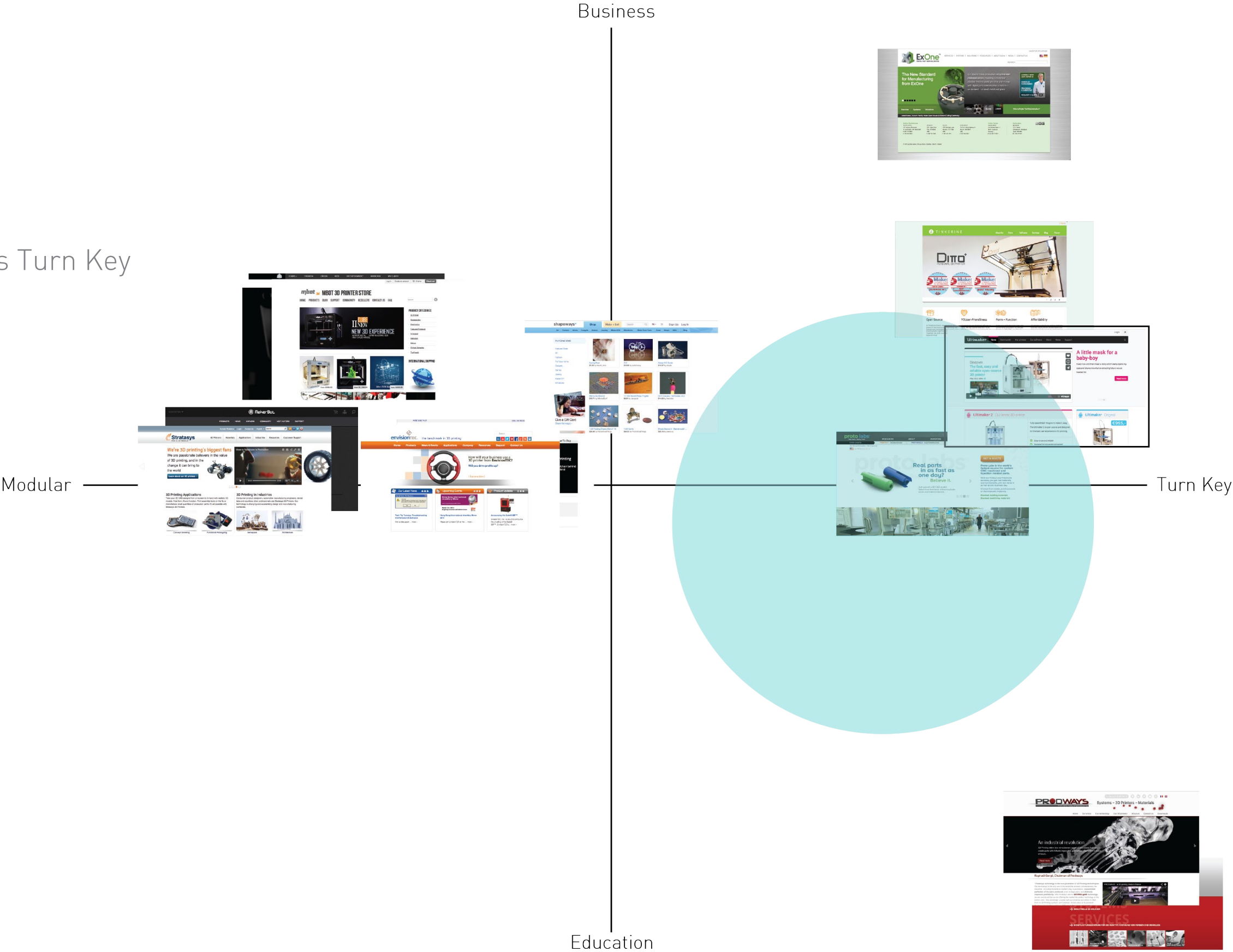
Business vs Education | Modular vs Turn Key

how much is offered

Focusing on comparing the three main industries of education, business, and science to one another, Ultimaker wanted to see where their competitors stand in terms of giving consumers a complete package.

where we fall

It is important for Ultimaker's brand to provide their consumers with everything they need in order to use the Ultimaker printers to the best of their ability. Between the free software and community interaction aspect on the website, Ultimaker is weighed heavily towards the turn key side of the spectrum.



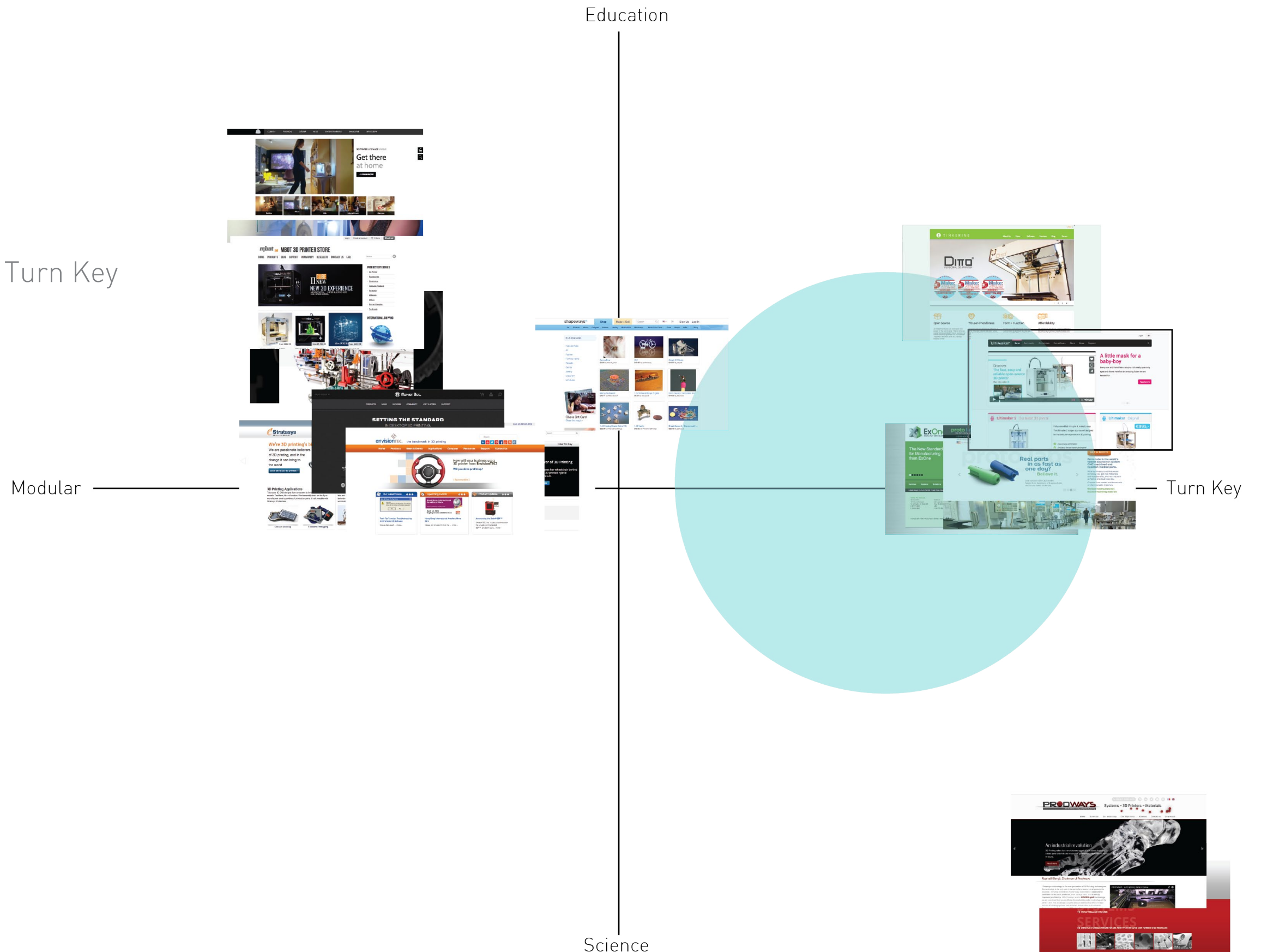
Science vs Education | Modular vs Turn Key

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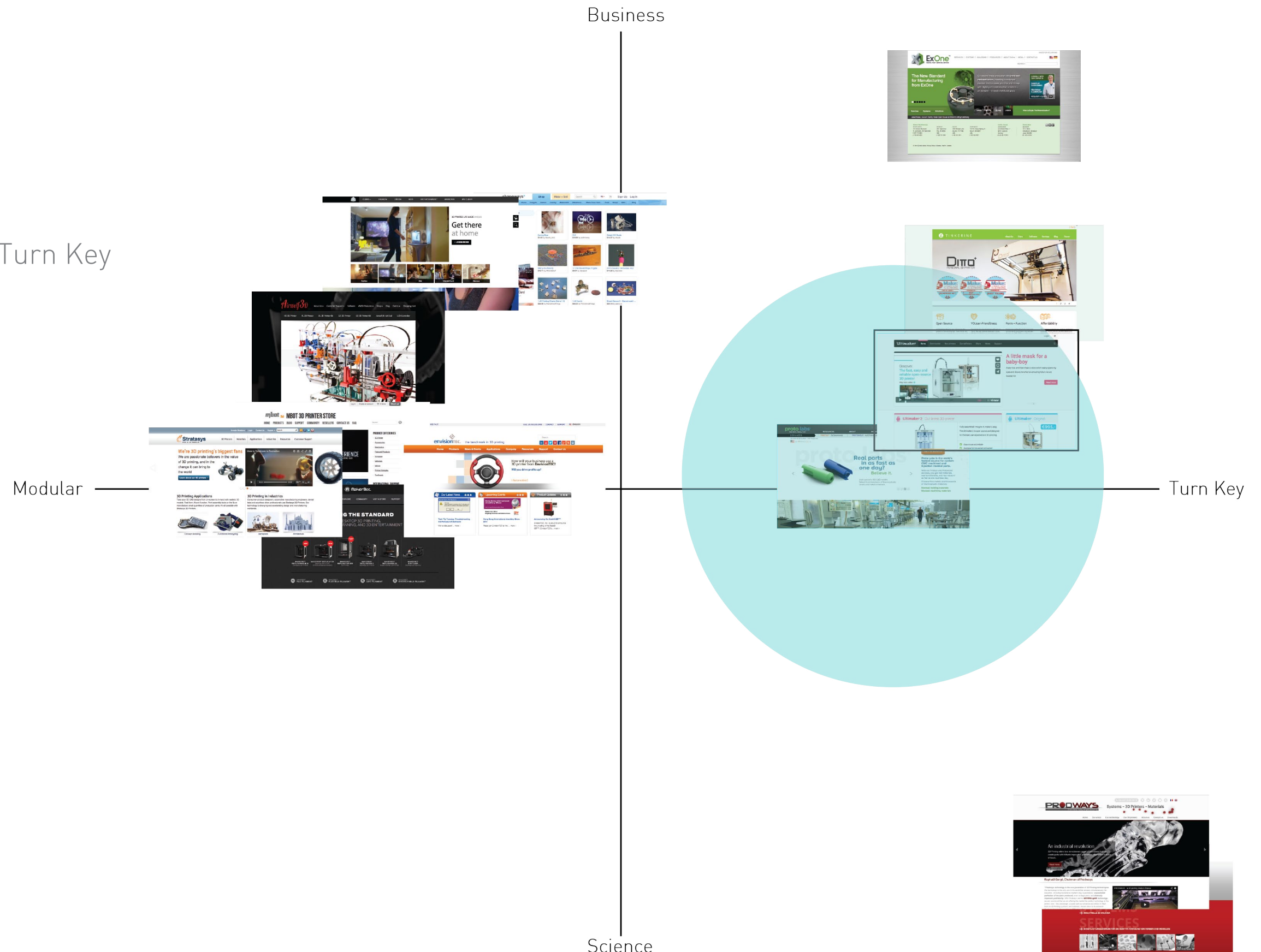
Science vs Business | Modular vs Turn Key

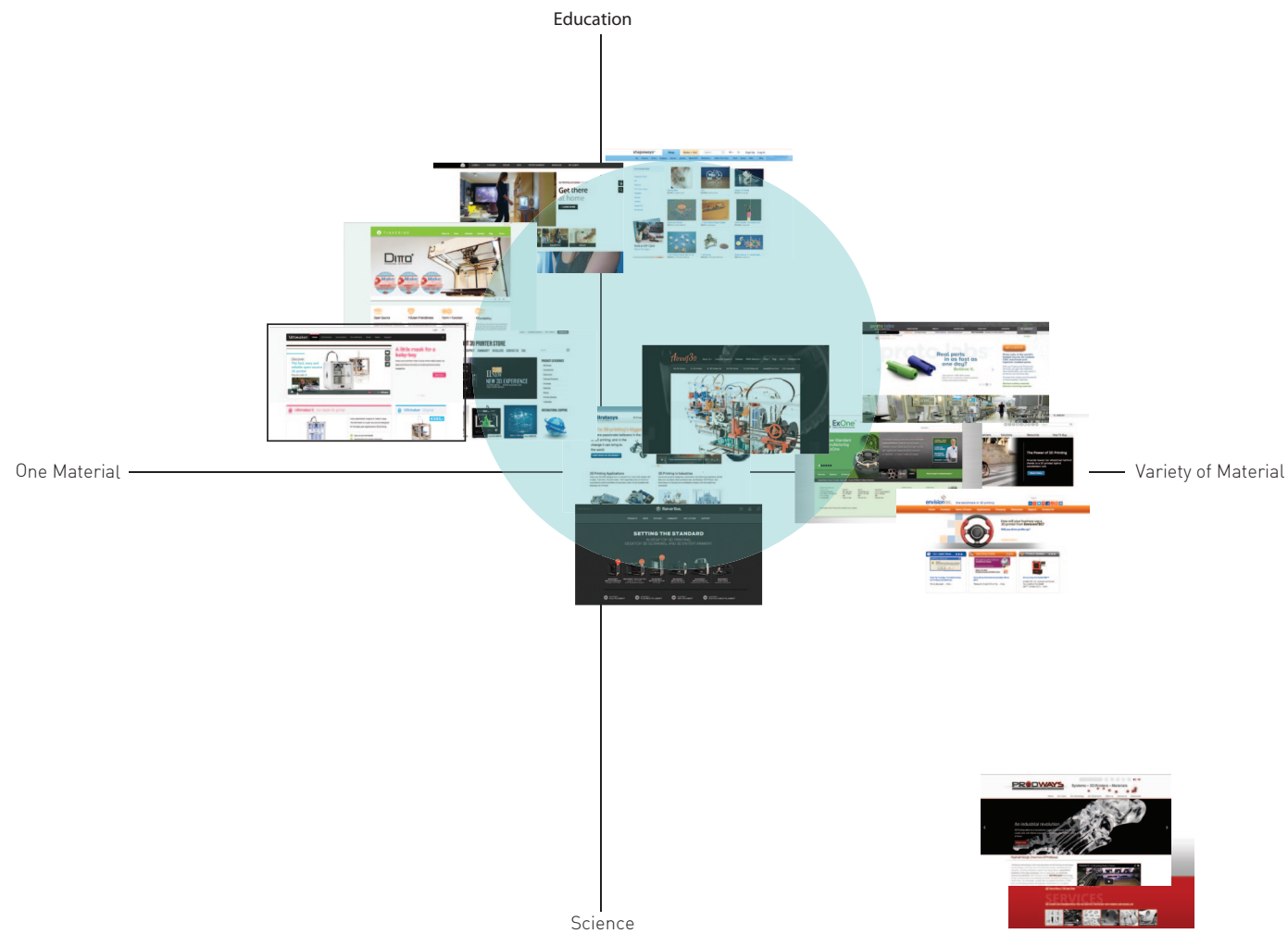
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Science vs Education | 1 Material vs Variety of Material

what to offer

The variety of materials a company offers speaks to the capabilities of the printer and limits the consumer market to certain users

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In order for Ultimaker to reach the target market of education, business, and science, there has to be some variety of materials offered. Not to the extent that some companies have because Ultimaker wants to remain user friendly.

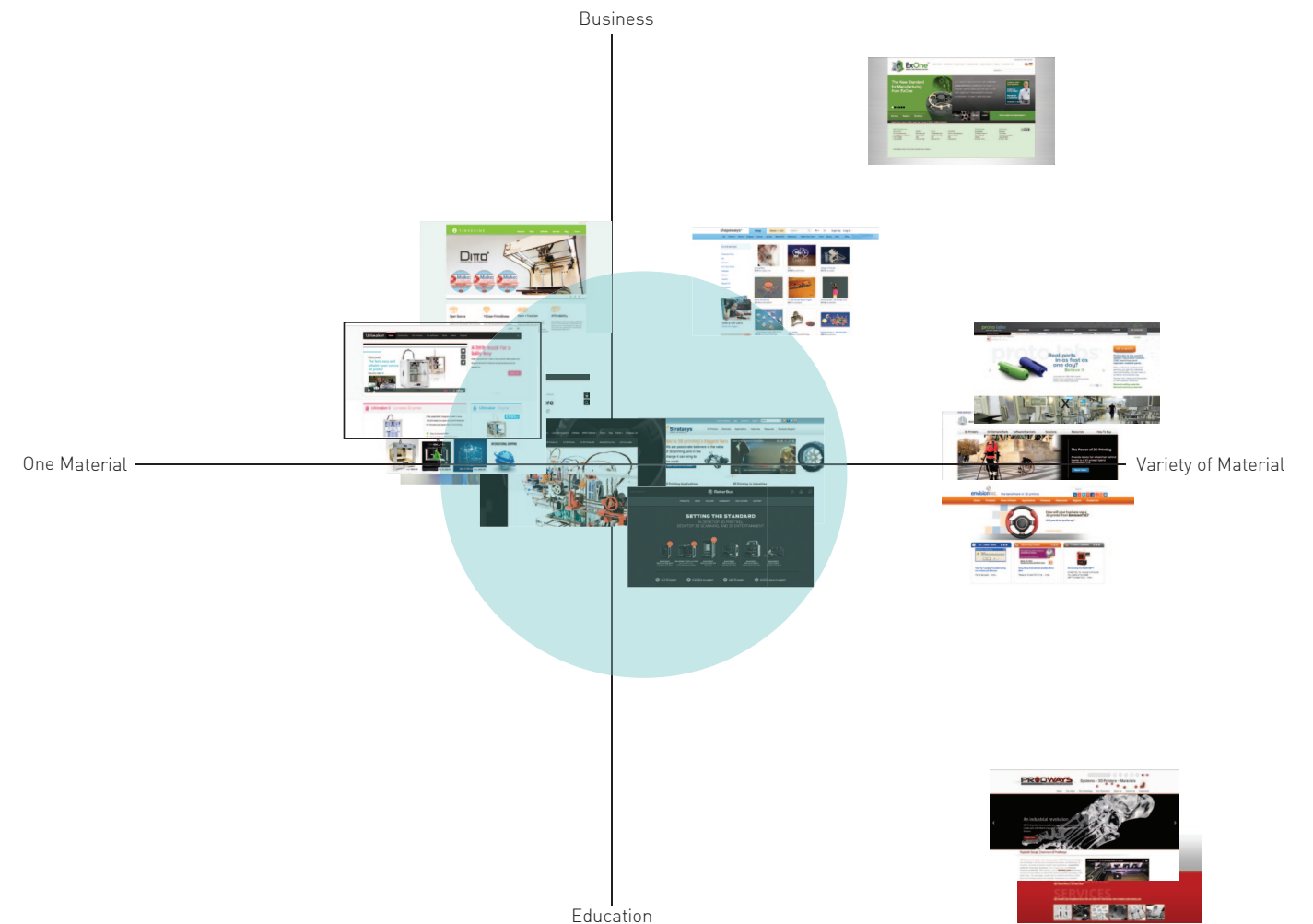
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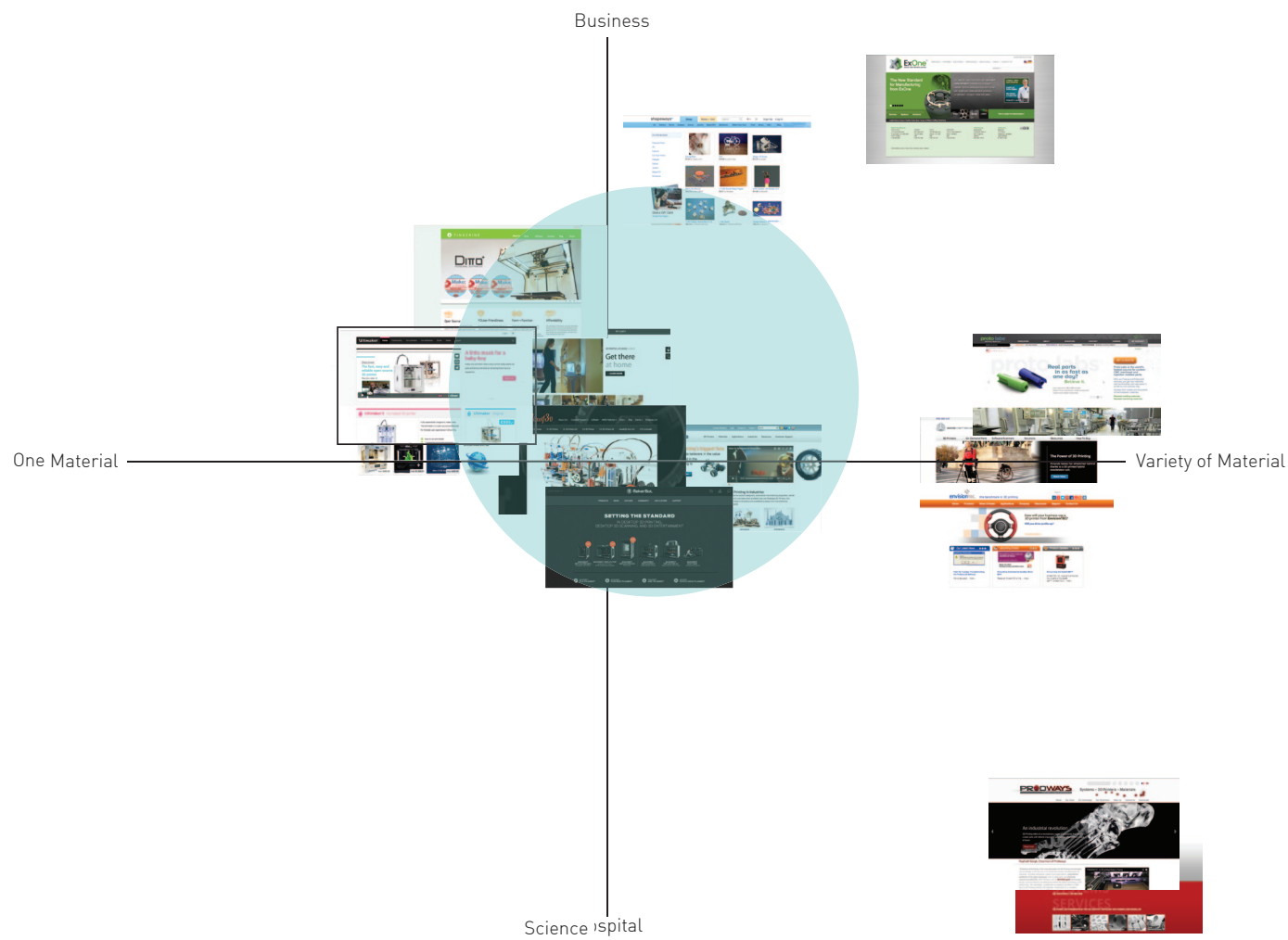
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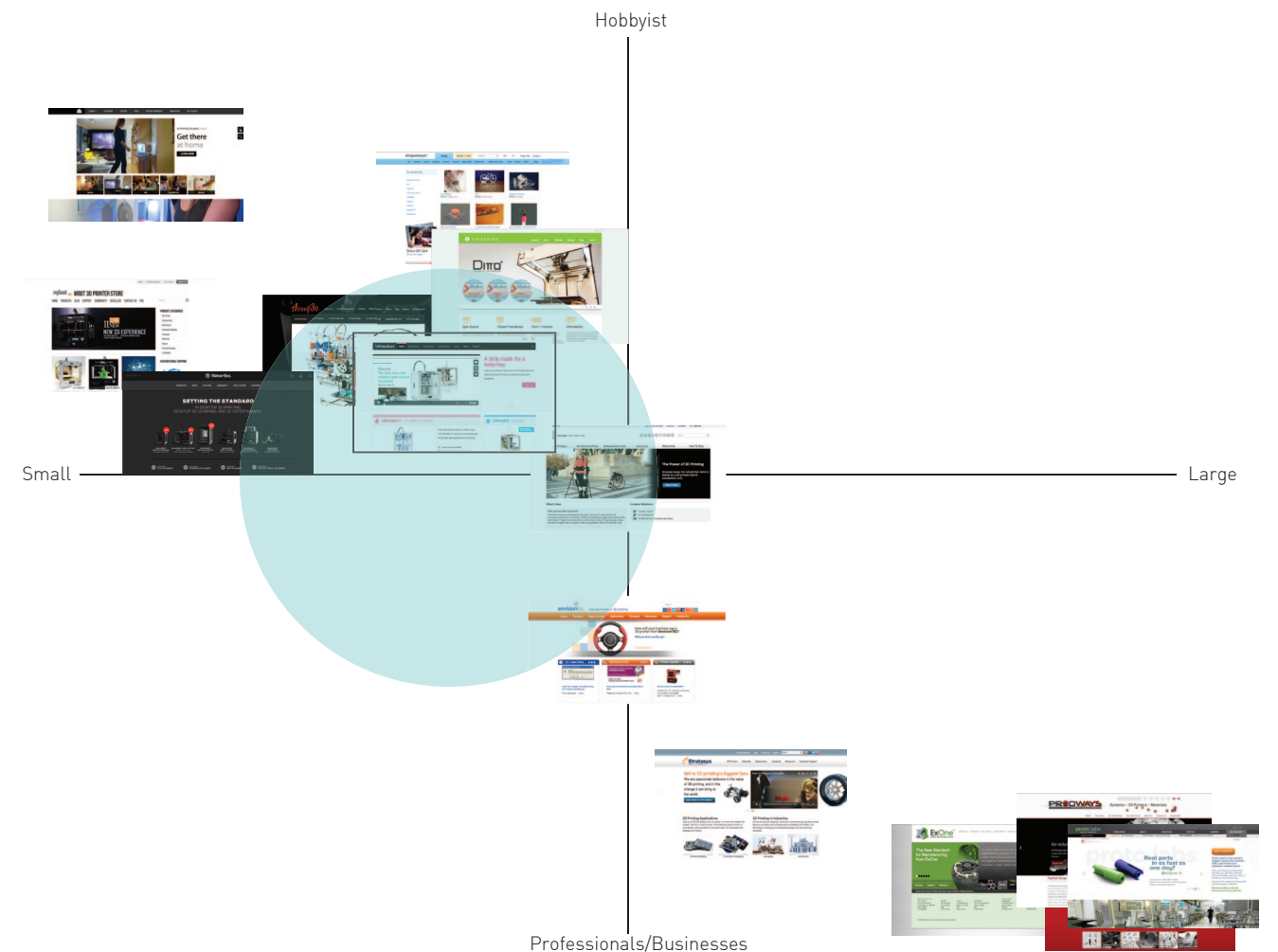
Hobbyist vs Professional | Small vs Large

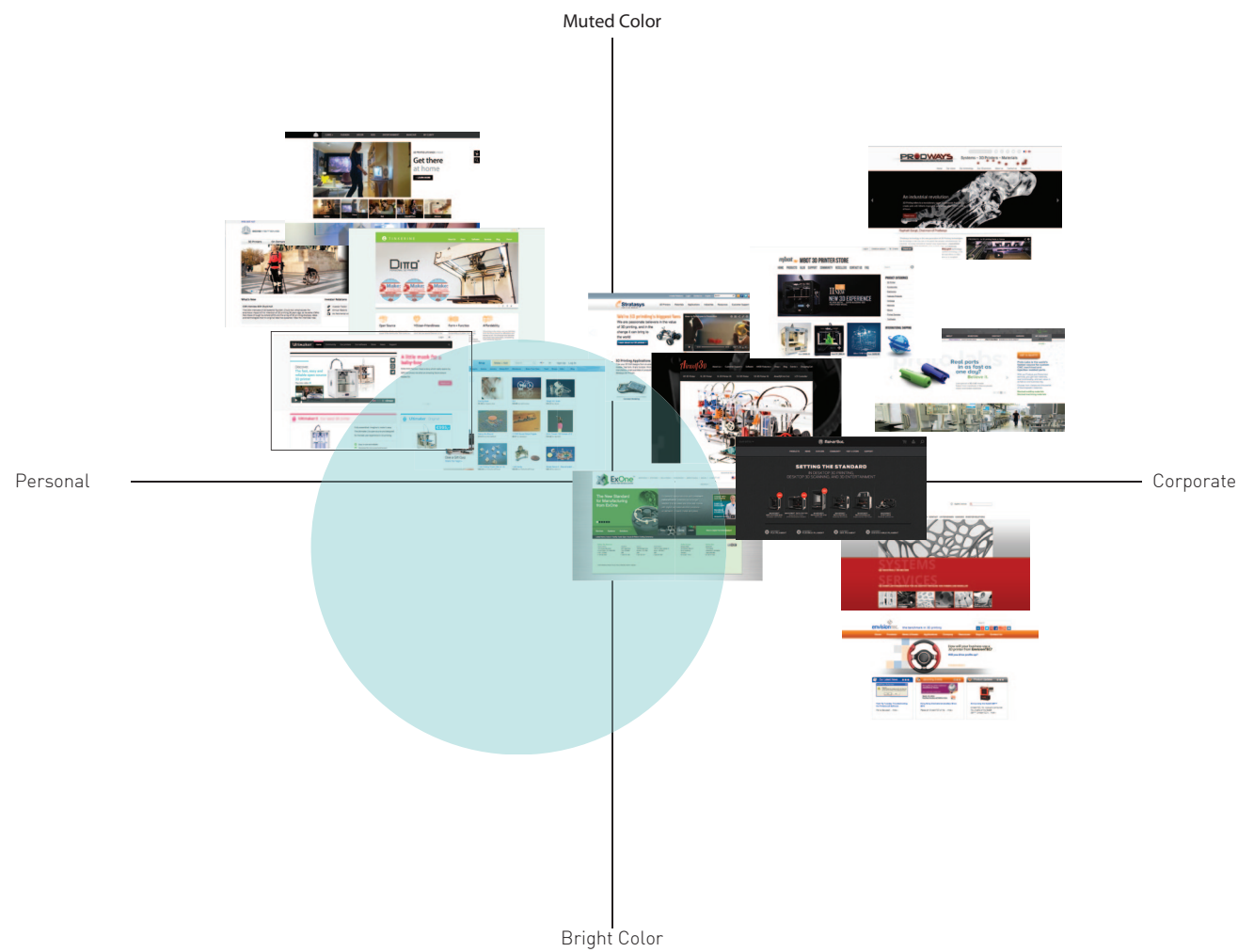
big vs small

The size of the printer itself says a lot about what target markets will use it and what a user will be able to make with it.

where we fall

By remaining on the smaller end of the spectrum, Ultimaker keeps itself portable and accessible to a wide range of target markets.





Bright Color vs Muted Color | Personal vs Corporate

personality

Getting a sense of what companies bring personality and character into their identity opposed to the companies who remain flat and corporate gives a sense of where Ultimaker should live and how to represent the company

where we fall

Bringing personality into the face and brand of Ultimaker gives the company the character and energy that we want to be carried out through the users of our printers.

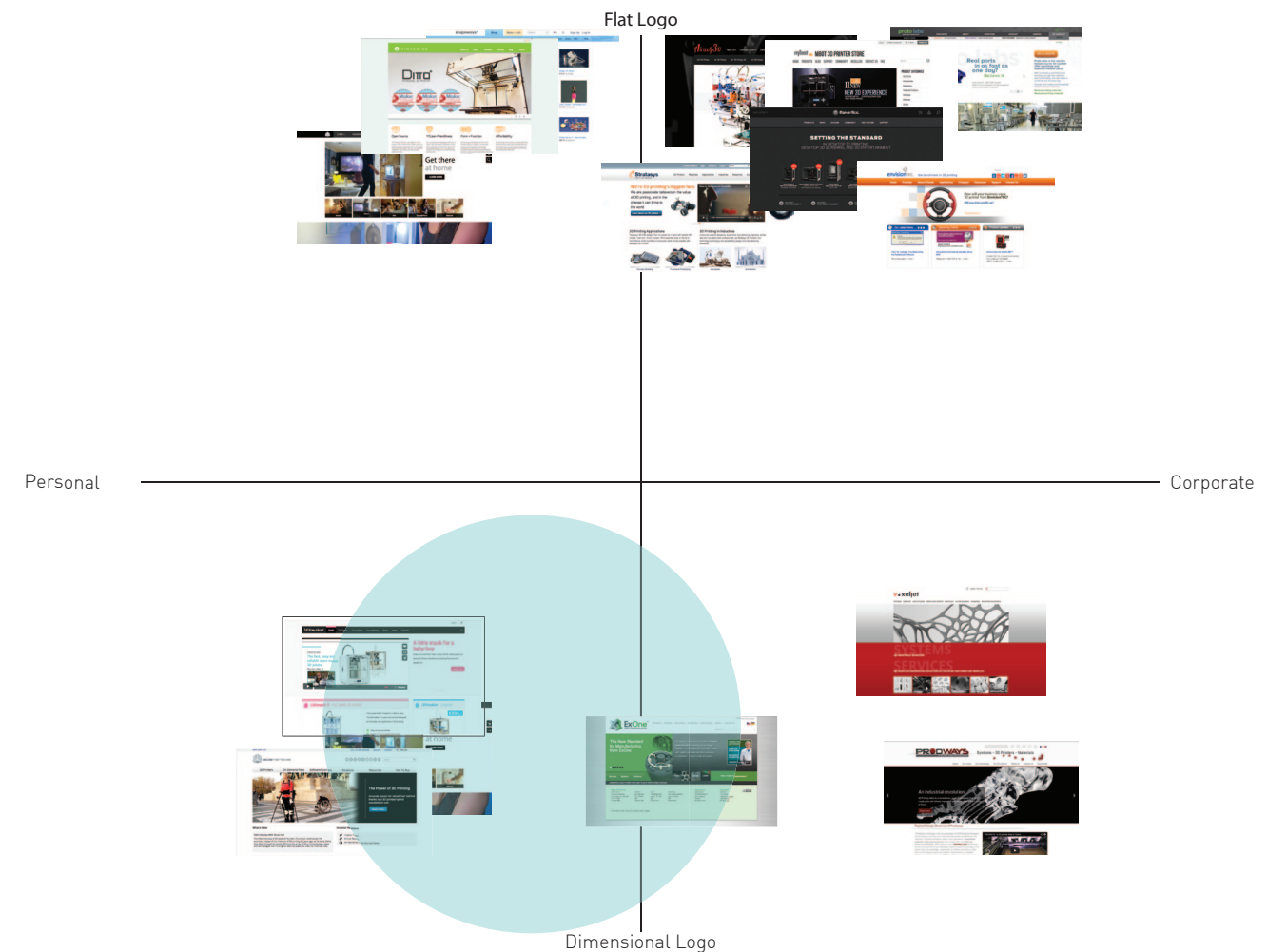
Flat Logo vs Dimensional Logo | Personal vs Corporate

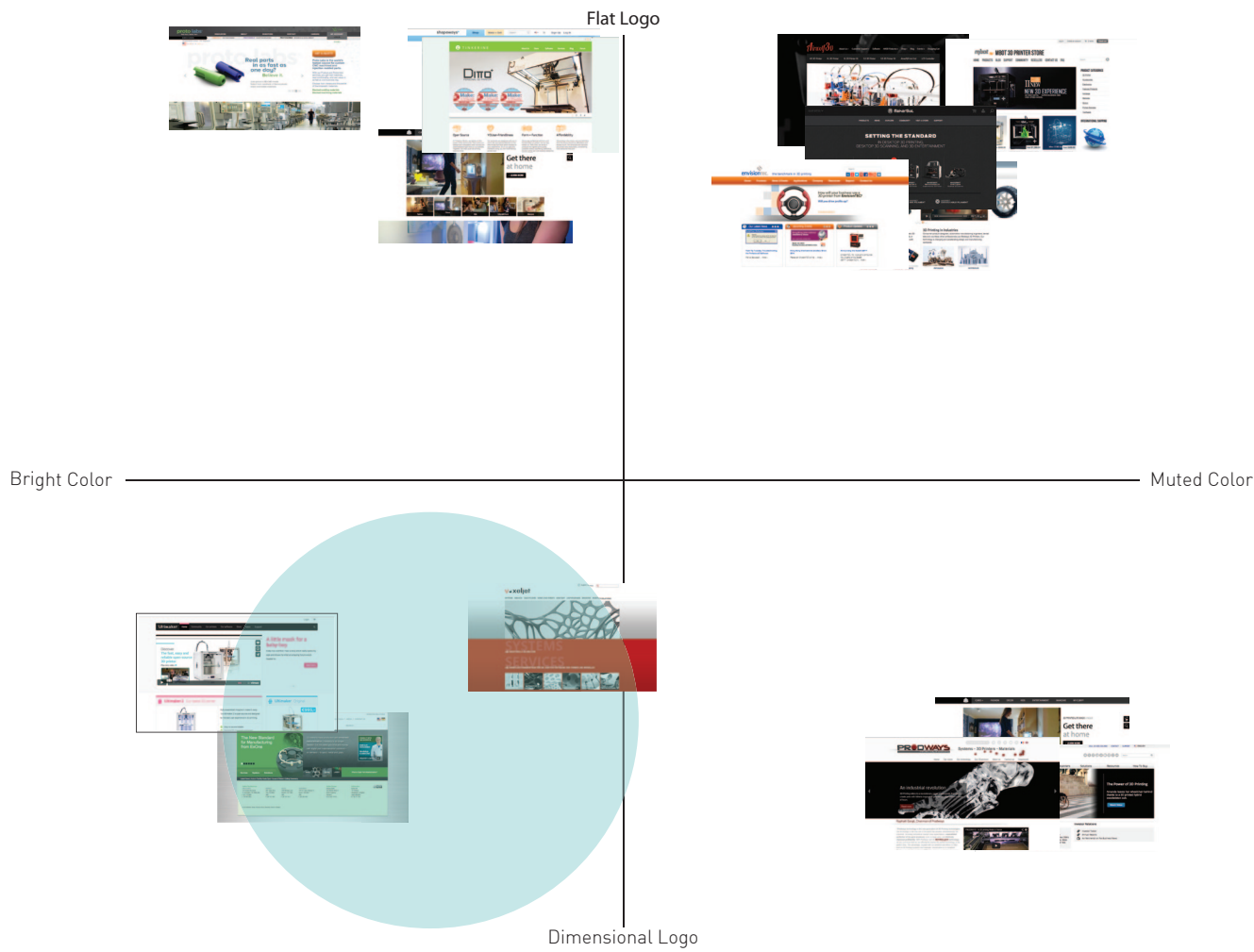
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Bright Color vs Muted Color | Flat Logo vs Dimensional Logo

how to look

Comparing the elements of competitors' logos and color palettes give a sense of the variety of different logos.

where we fall

Having a bright and dimensional logo will make Ultimaker stand out among the other competing brands.

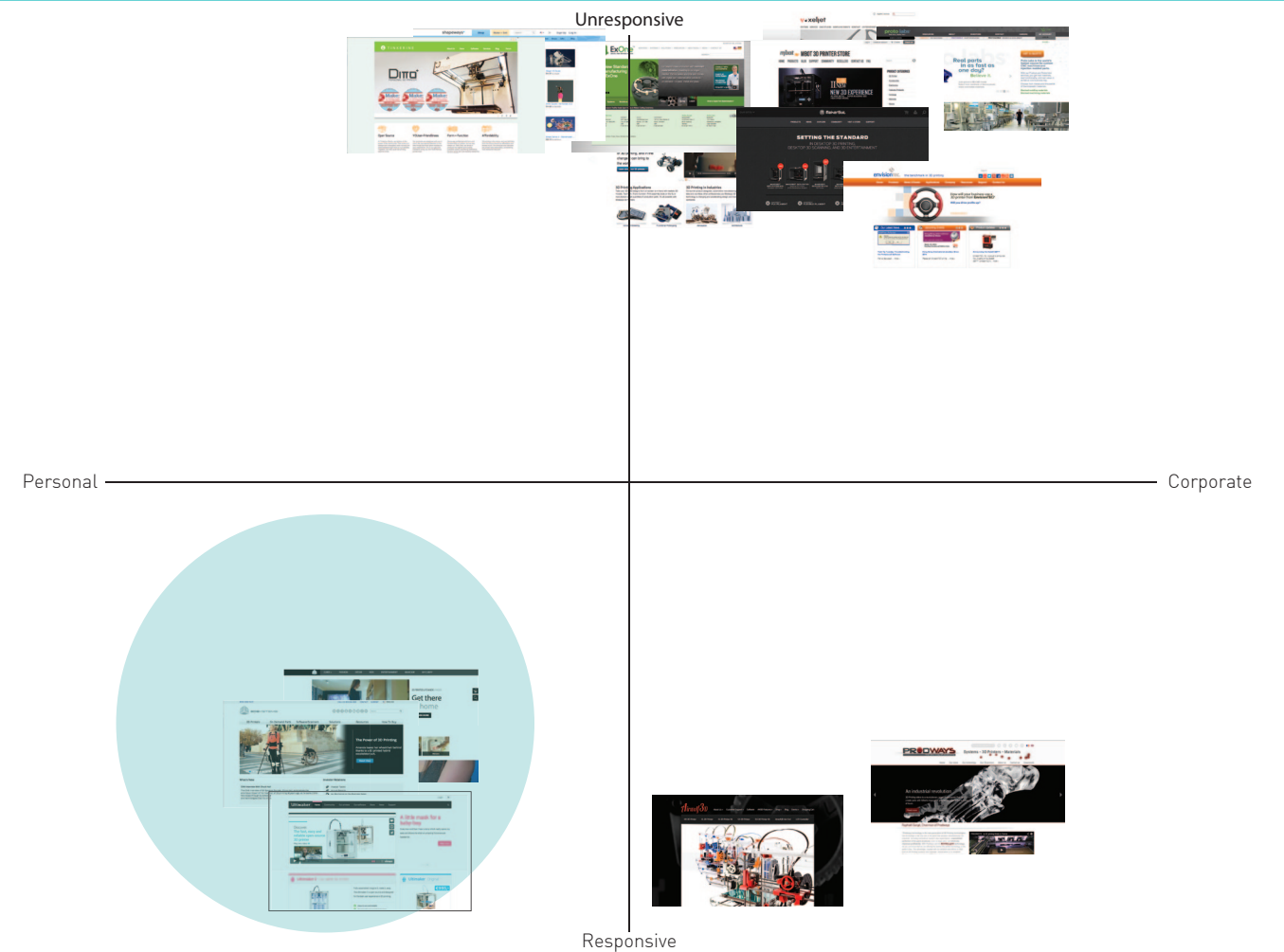
Responsive vs Unresponsive | Personal vs Corporate

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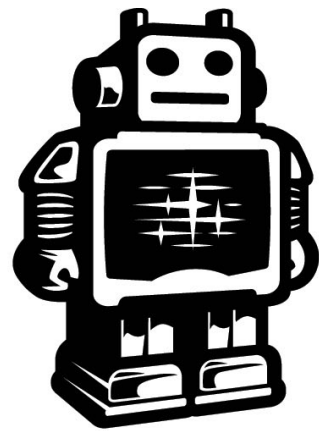
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DESIGN

COMPARISON



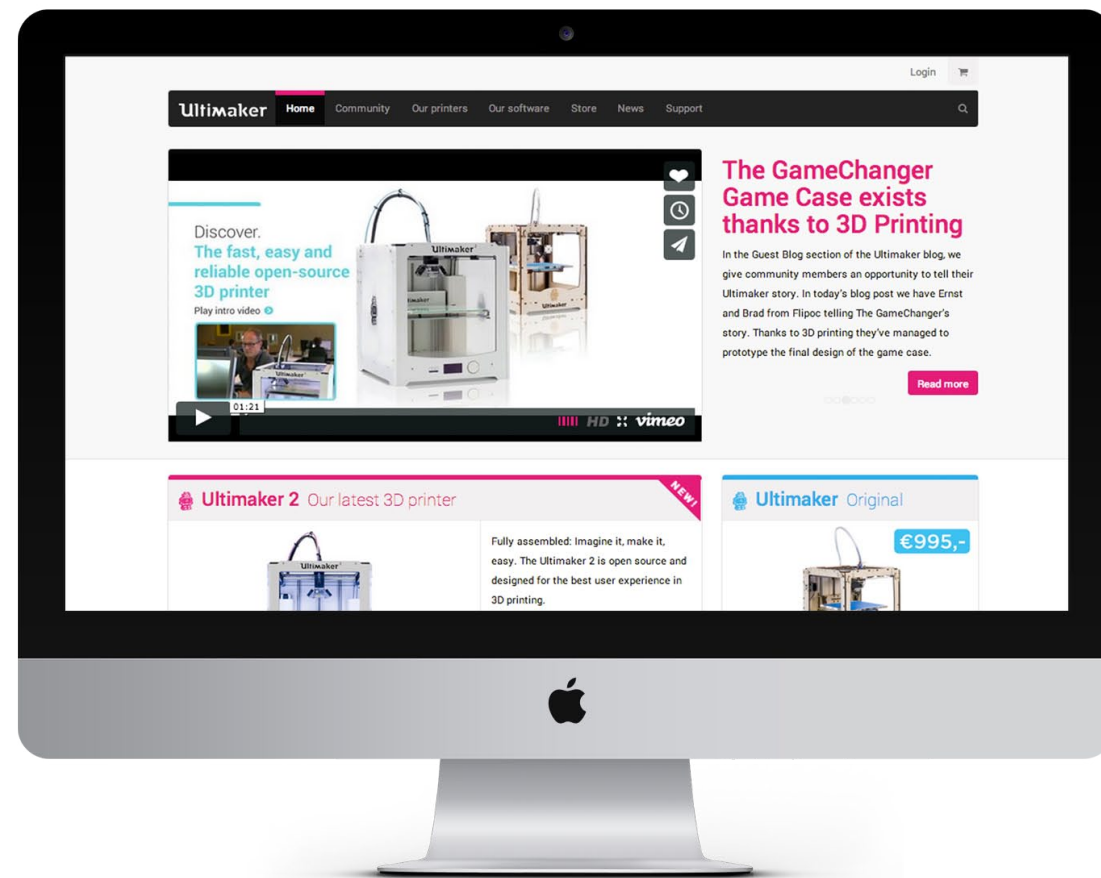
Ultimaker

Original

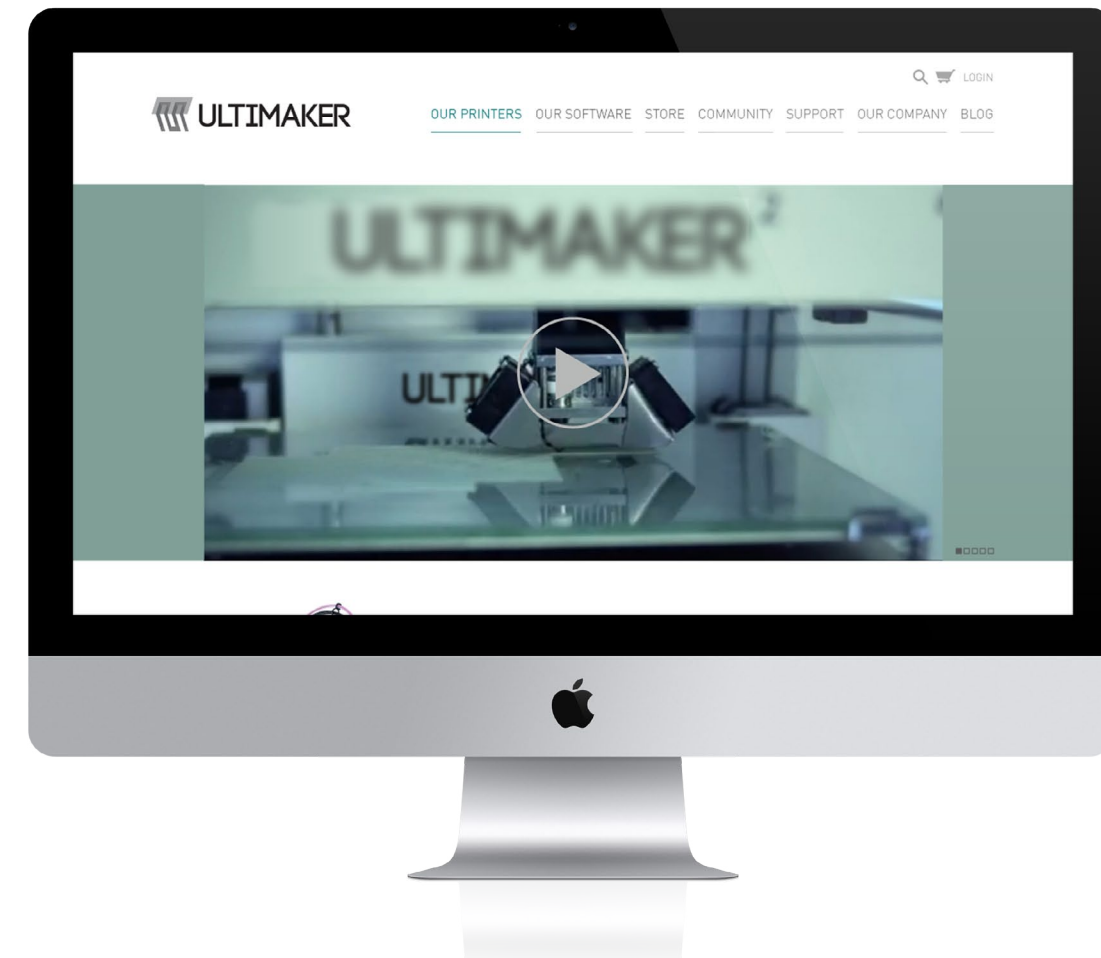


ULTIMAKER

Re-branded

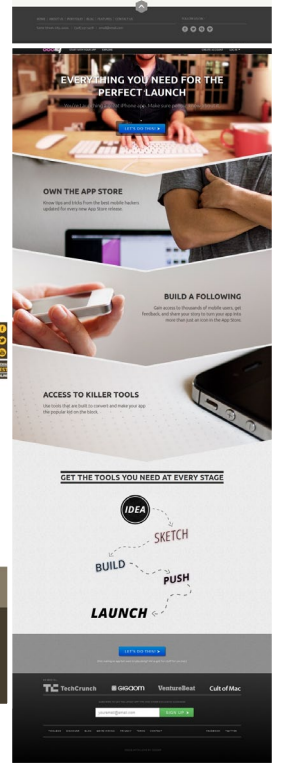
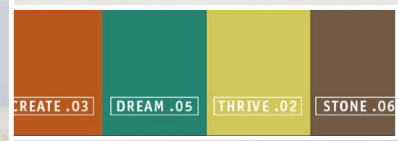
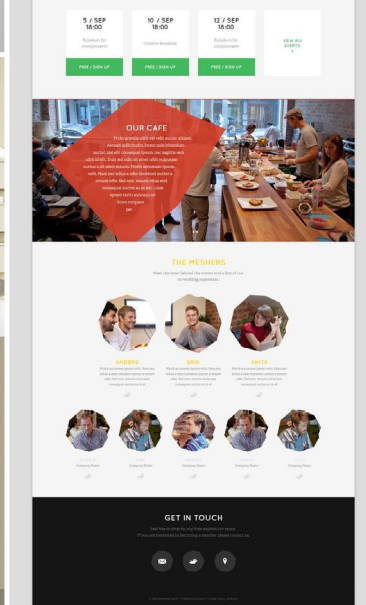
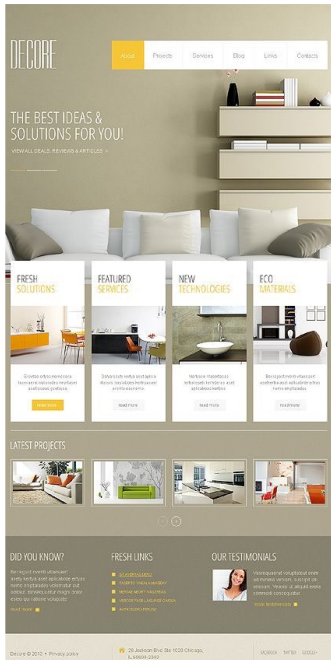
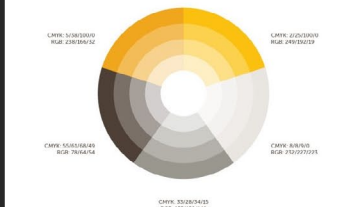
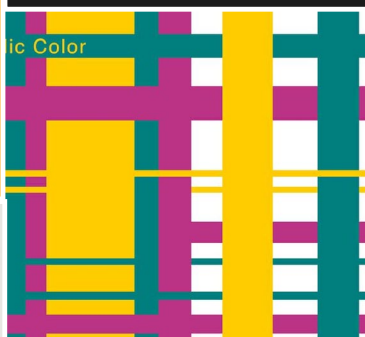
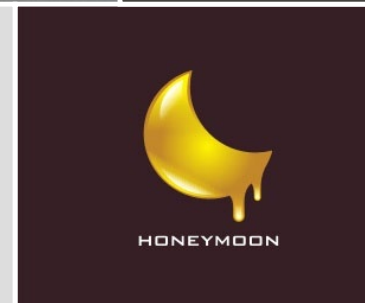
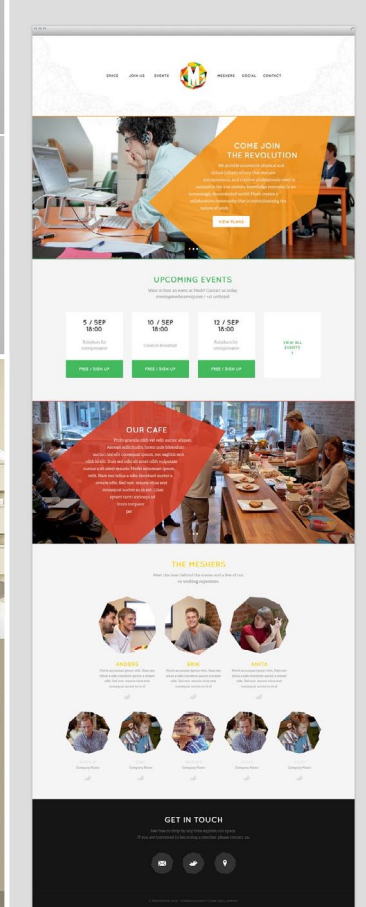
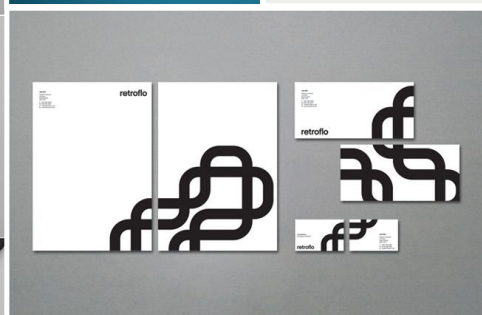
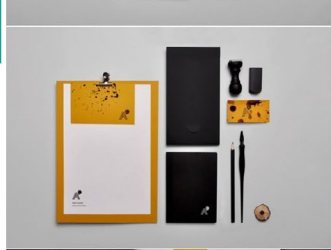
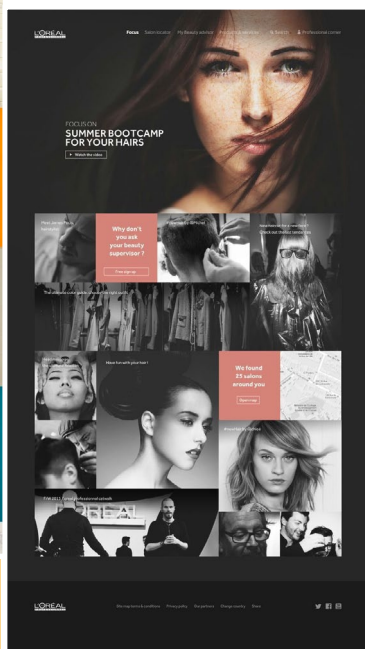
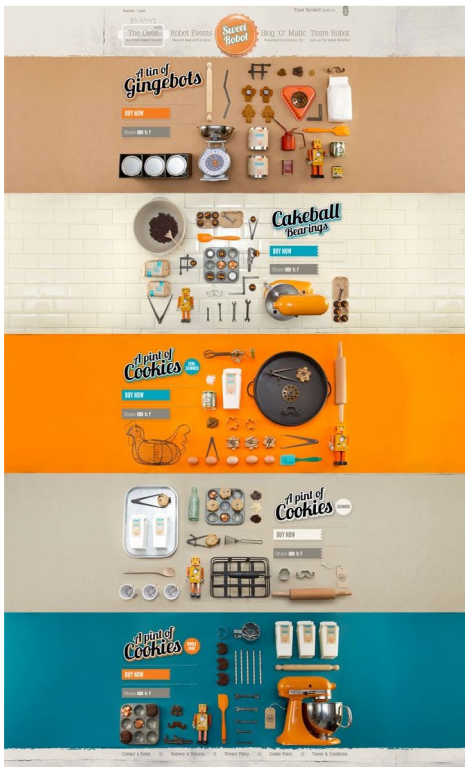
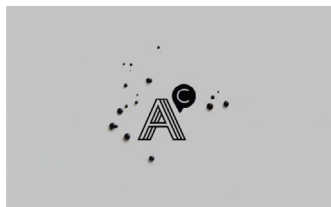


Original



Re-branded

MOOD BOARD





RESPONSIVE WEBDESIGN

FLUID GRIDS & FLEXIBLE SPACING POSITIONING WITH MEDIA QUERIES

ONE COLUMN	TWO COLUMN
1 2 3 4	1 2 3
1 2 3 4	1 2 3

THREE COLUMN	FOUR COLUMN
1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4

OUR PASSION

RECIPES

32 SPECIAL RECIPES

FEATURED DISH

1996

86

"At Cabram Estate we're all about celebrating life, family, friends, good food & good health."

DISCOVER NEW ADVENTURES

JOIN THE ADVENTURE

TAKE IT AND LEAVE IT

WE ARE LAUNCHING IN NEW YORK!

"ALL JOURNEYS HAVE SECRET DESTINATIONS OF WHICH THE TRAVELER IS UNAWARE."

1250-

1350-

1450-

1550-

FLAVOR

Where flavor comes to life.

TEA

All we need is you.

WELCOME, WE ARE AWENERS

OUR TEAM

OUR SERVICES

KRIS KROS

Around The World Cuisines

TORO

DIVERSIFYING ORGANIC PRODUCTION

Henhouse

ibra

Instituto Brasil Ambiental

LOMO

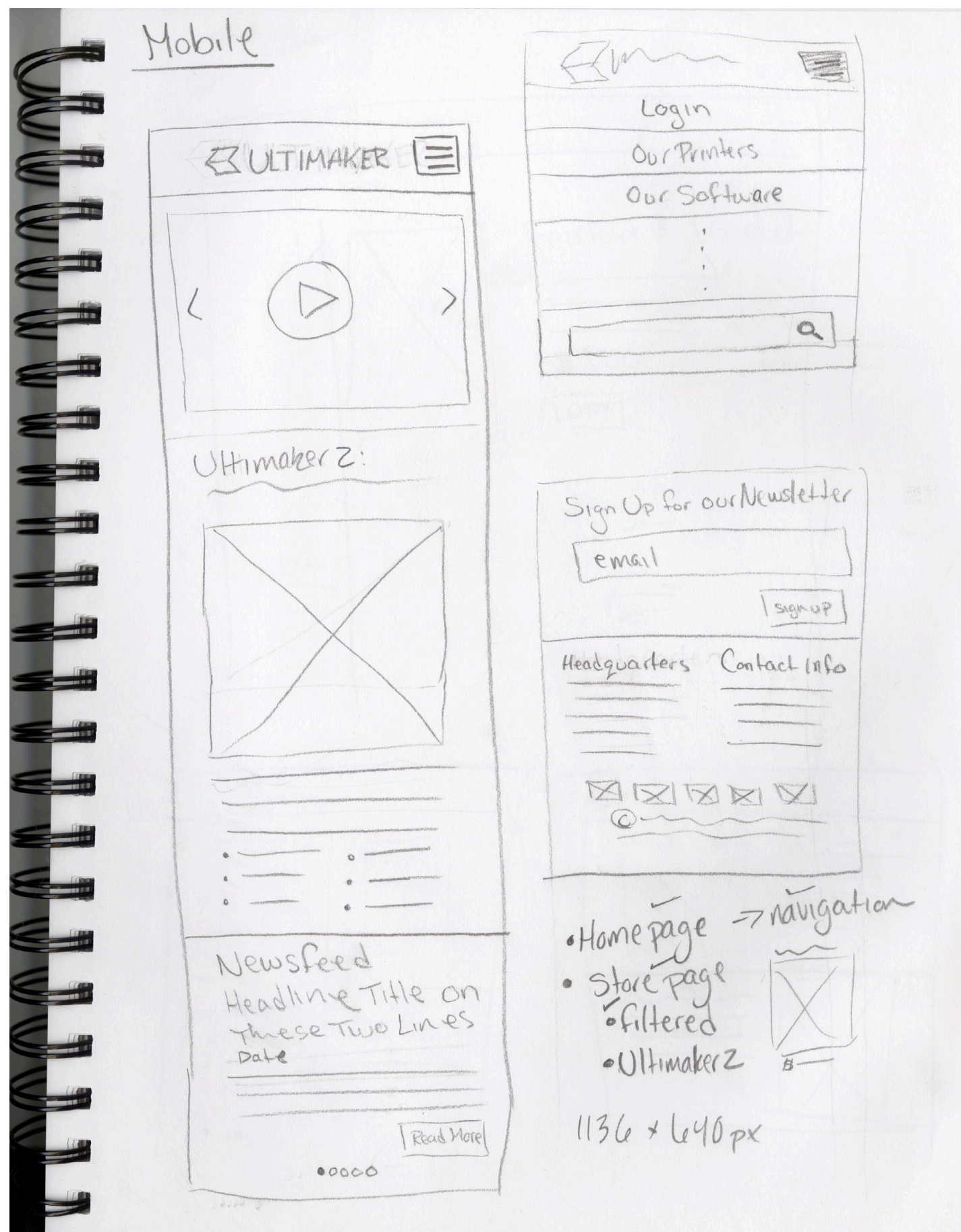
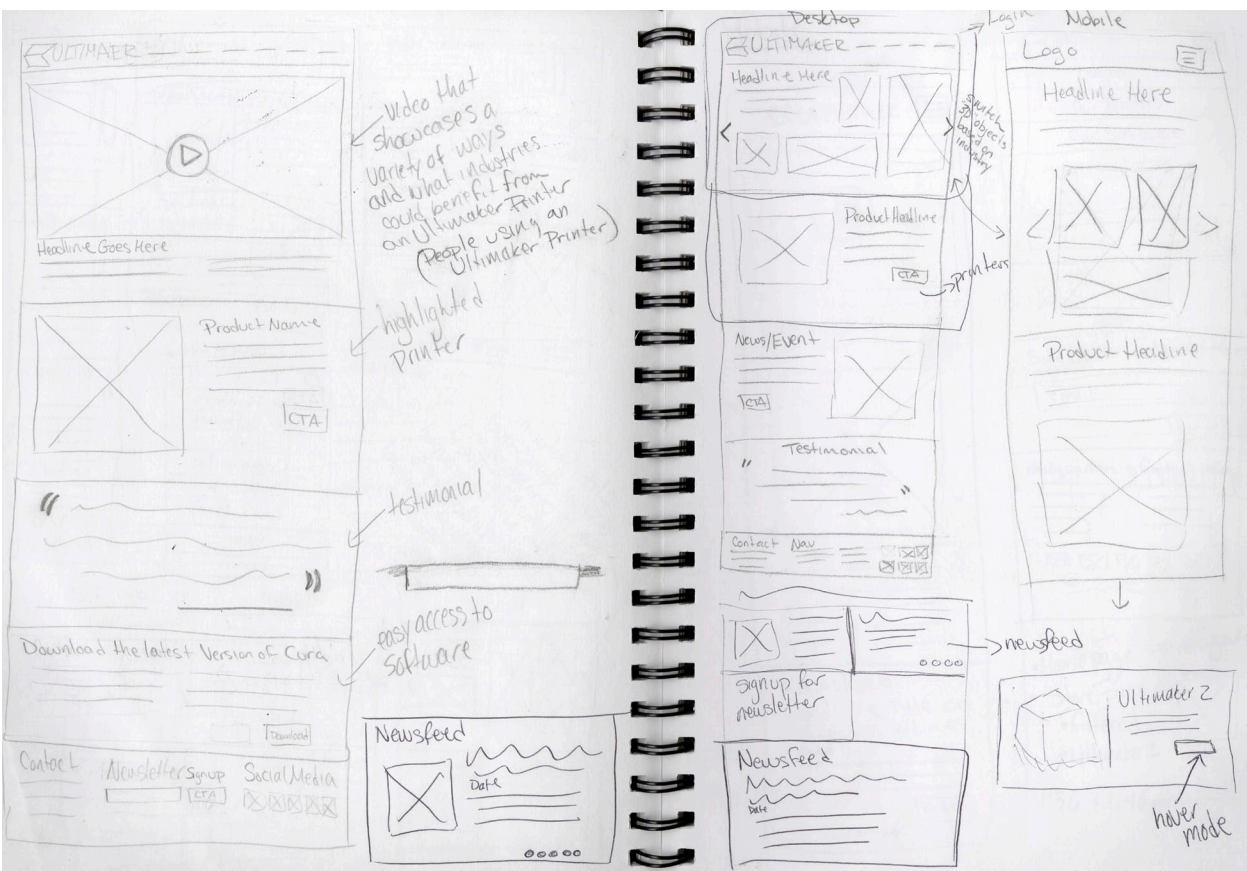
GIVE US A CHANCE AND WE WILL PROVE OUR EFFICIENCY!

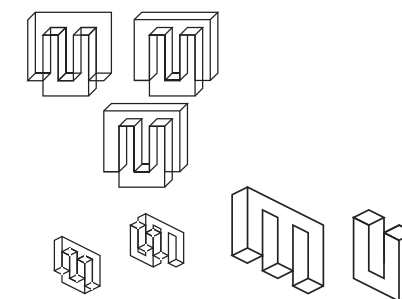
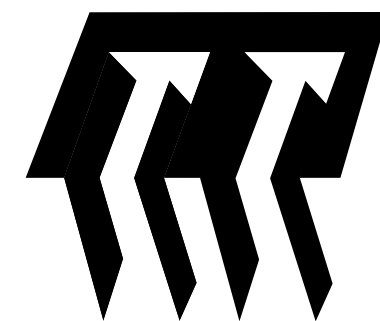
BEST SERVICES GLOBAL SOLUTIONS FRESH IDEAS QUICK SUPPORT

WE WORK FOR YOUR PROFIT! BEST OFFERS FOR YOU! WHAT'S NEW?

КУБОМЕТР

SKETCHES





FINAL LOGO



ULTIMAKER



ULTIMAKER

TAGLINE & COLOR EXPLORATION

Tools of creative minds

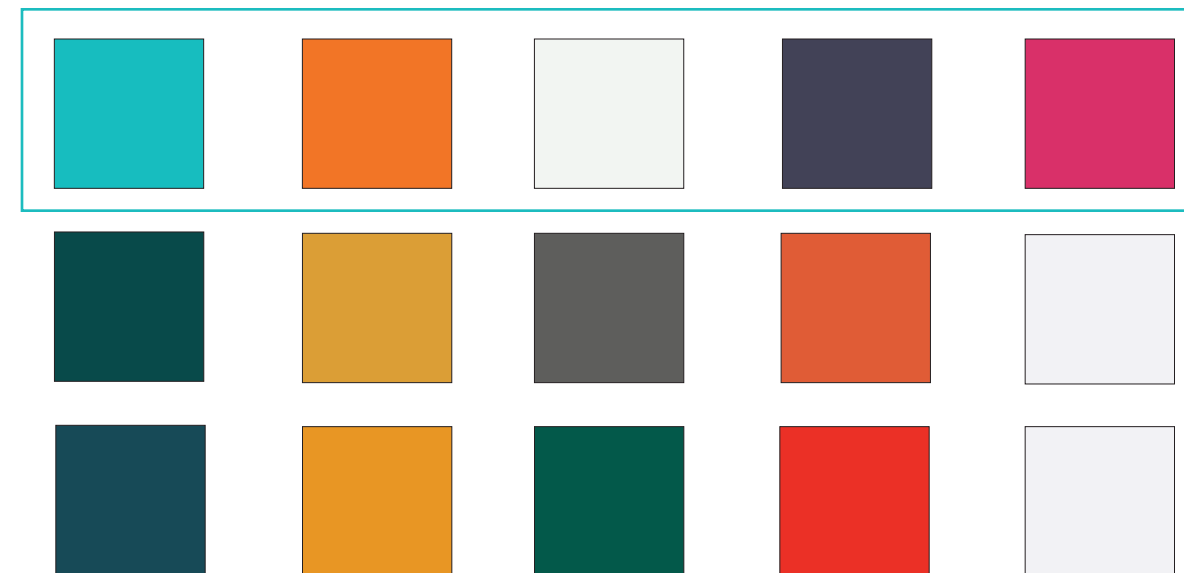
Tool for limitless minds

A Bridge from your imagination to reality

A limitless object for the creative mind

A limitless tool for the creative mind

Creating for limitless thinkers



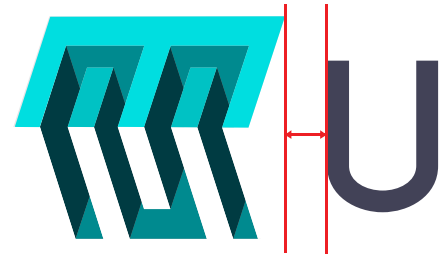
PUT IT ALL TOGETHER



ULTIMAKER
FOR LIMITLESS THINKERS



ULTIMAKER
FOR LIMITLESS THINKERS



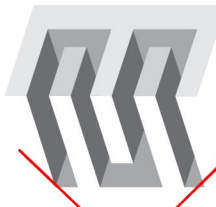
GUIDELINES



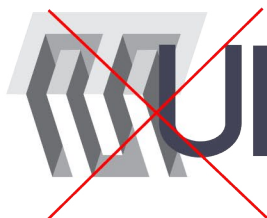
RULE BREAKERS



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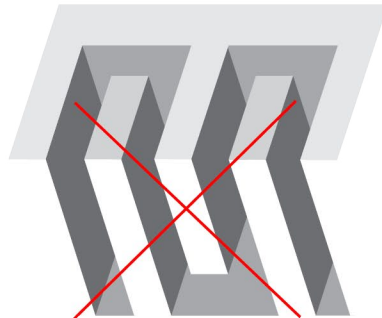
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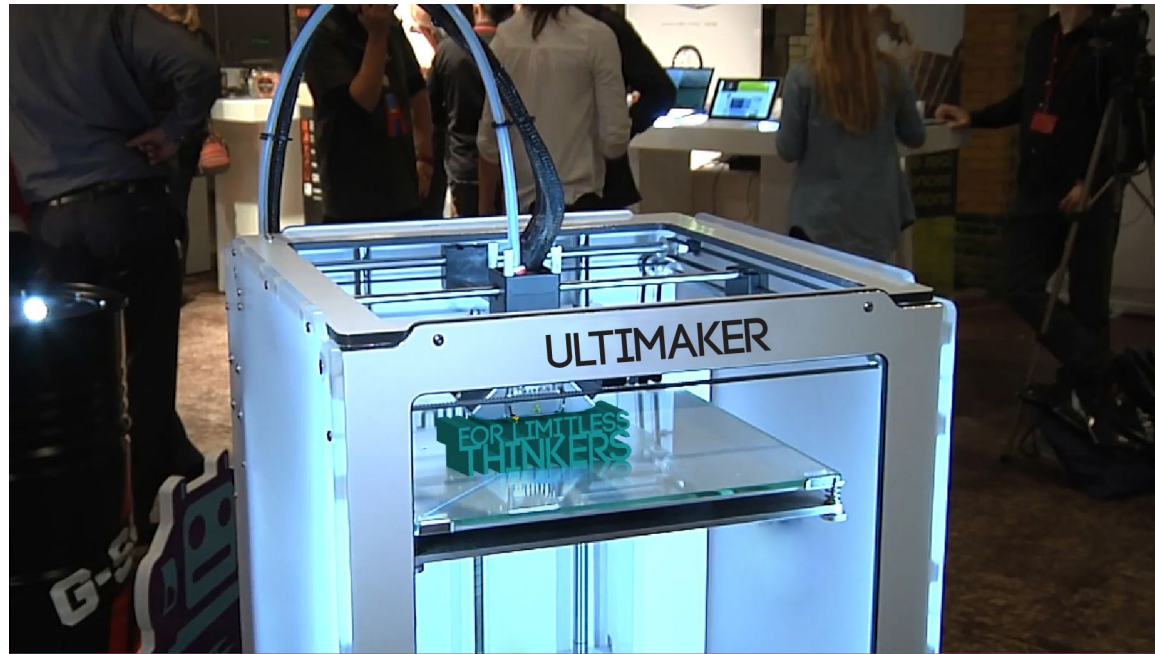


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PRODUCTS

STATIONARY





Visit us at Ultimaker.com to see all the possibilities of 3-D printing.

ULTIMAKER
For Limitless Thinkers

ULTIMAKER

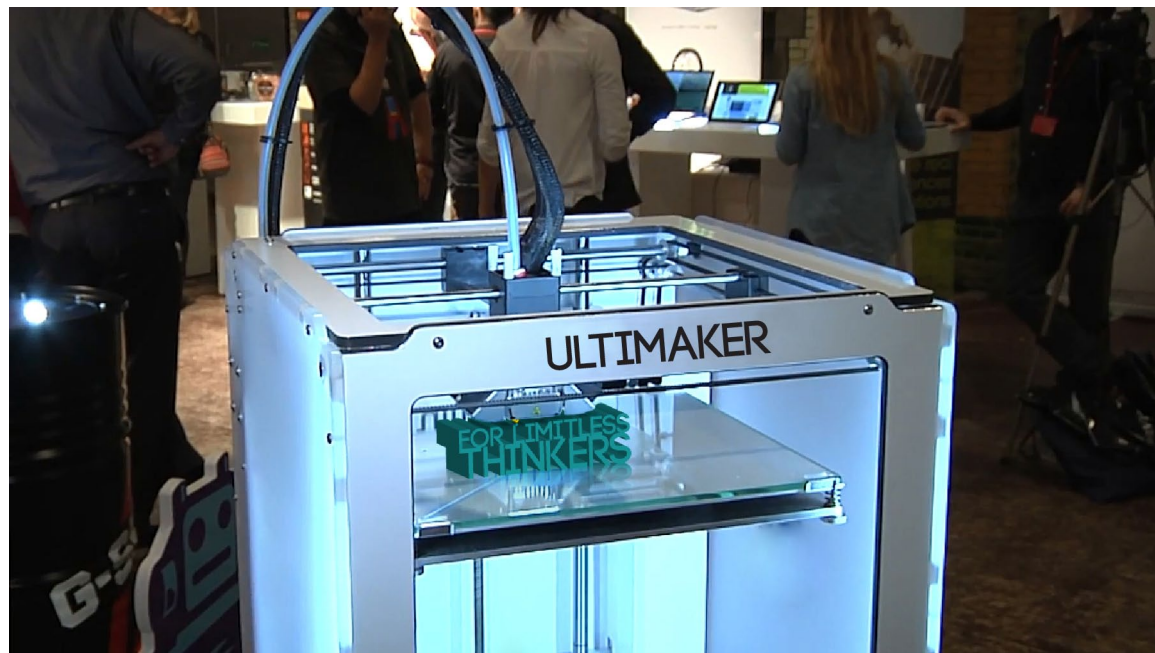
Burgemeester R. vd Venlaan 11
4191PL Geldermalsen
The Netherlands



Get the Ultimaker 2 for only

€1,895.00

Ultimaker.com



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PRINT ADS

Teaching Creativity

Using 3-D Printing



“ Having an Ultimaker 2 in the classroom opens up endless possibilities to use 3-D printed materials in my curriculum. My students are more engaged while also being exposed to a new area of science and technology.

-Melissa Vining, Elementary School Teacher



Adding Dimension

To Your Work Place



“ Being able to have the capabilities to create a 3-D model of the building we are drafting has been extremely beneficial for our architects and to also show our clients. An Ultimaker 3-D printer is an essential tool in any business.

-Steve Warren, CEO of New York Architecture Design

TURBO-POWERED PHYSICAL THERAPY

ARMS OF STEEL Engineer Jacob Rosen invented these robot limbs to rehabilitate stroke victims.



WHAT An exoskeleton that dramatically speeds up recovery times from stroke
WHERE Santa Cruz, Calif.
WHY An estimated 780,000 Americans will suffer a debilitating stroke this year.
WOW The robot can simulate 95 percent of the motions of a healthy human arm.

THESE RUGGED robotic arms look as if they could toss a truck, but they're more like gentle training wheels for stroke victims who have lost movement in their arms. The exoskeleton is designed to train healthy regions of the brain to slowly pick up the slack for damaged areas and quickly restore control over muscles. A user straps into the powered arms and repeats exercises meant to stimulate new connections between brain cells. "It can do things a physical therapist can't," says computer engineer Jacob Rosen of the University of California at Santa Cruz, who invented the exoskeleton with grants from the National Science Foundation and the U.S. Army. Sensors assess a patient's performance, telling therapists about his range of motion, muscle strength and brain activity, while virtual-reality goggles play scenes of everyday tasks to make the exercises more engaging. Rosen is currently rehabilitating five patients at the University of California at San Francisco.

OUT-OF-BODY EXPERIENCE

WHAT Brain-Machine Interface by Honda, which lets you control a humanoid with your mind
WHERE Tokyo

HONDA'S NEW Brain-Machine Interface helmet gives you the power to communicate telepathically with humanoids. It reads your thoughts by measuring changes in electrical current and blood flow in the brain. Say you imagine moving your right hand toward the sky, but you can't actually move your right hand. Electrodes inside the skullcap detect your intention and transmit the mental data to Honda's Asimo robot, which makes the movement for you. For people confined to a wheelchair or bed, the technology could offer real independence. According to Honda spokesman David Iida,

WHY Disability affects one in five Americans.

WOW Requires no surgical implants and boasts a 90 percent accuracy rate

it's the only mind-machine interface in the world that uses electroencephalography (EEG) and near-infrared spectroscopy sensors instead of surgically implanted electrodes. This is both less invasive and more accurate: The company says that Asimo follows instructions from the skullcap wearer 90 percent of the time.

The next design goal is to make the headgear less obtrusive.

MIND CONTROL A sensor-equipped skullcap detects electrical signals to let a patient control a robot by thought alone.



66 POPULAR SCIENCE JULY 2009

Heart Implants, 3-D Printed



Heart Implants, 3-D Printed to Order



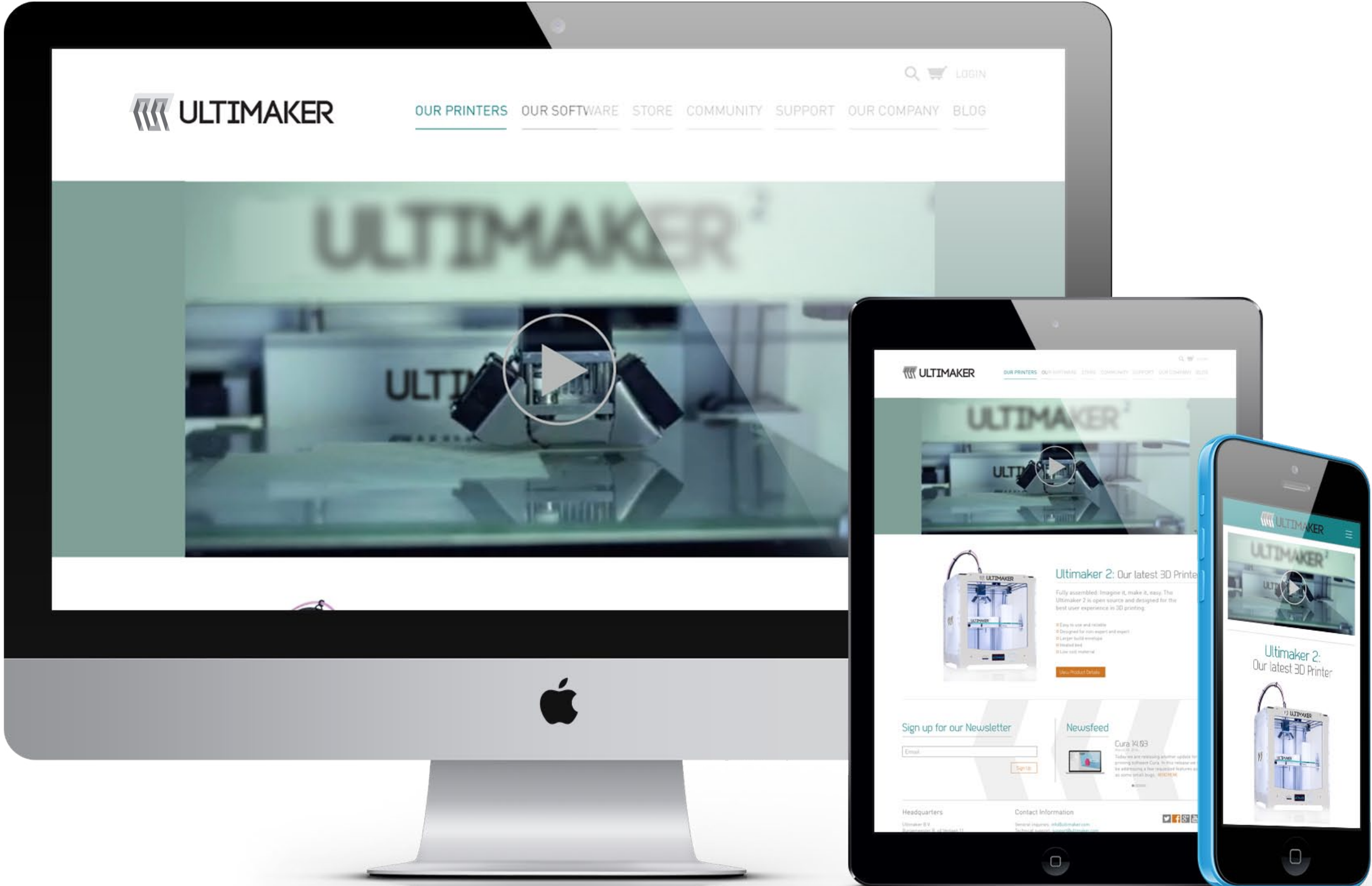
"I am continually amazed with all the capabilities of 3-D printing. It has opened countless doors for new solutions and research in the medical field. We now have the ability to provide our patients with more affordable and better options.

-DR. RYAN S. TURNER, PHD

ultimaker.com



RESPONSIVE



DESKTOP SCREENS

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Ultimaker 2: Our latest 3D Printer

Fully assembled: Imagine it, make it, easy. The Ultimaker 2 is open source and designed for the best user experience in 3D printing.

- Easy to use and reliable
- Designed for non-expert and expert
- Larger build envelope
- Heated bed
- Low cost material

[View Product Details](#)

Sign up for our Newsletter

[Sign Up](#)

Newsfeed

Cura 14.03
March 18, 2014
Today we are releasing another update for our printing software Cura. In this release we will be addressing a few requested features as well as some small bugs. [READ MORE](#)

Headquarters

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Sales inquiries: sales@ultimaker.com
Investor and distributorship inquiries: info@ultimaker.com

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A Tool For Science

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-MELISSA VINING, ELEMENTARY SCHOOL TEACHER



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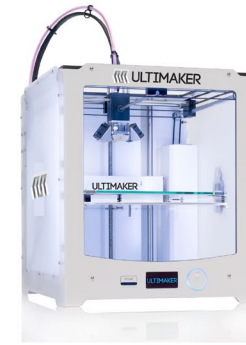
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Technical support: support@ultimaker.com
Sales inquiries: sales@ultimaker.com
Investor and distributorship inquiries: info@ultimaker.com



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Newsfeed



Cura 14.03

March 18, 2014

Today we are releasing another update for our printing software Cura. In this release we will be addressing a few requested features as well as some small bugs. [READ MORE](#)



Headquarters

Ultimaker B.V.
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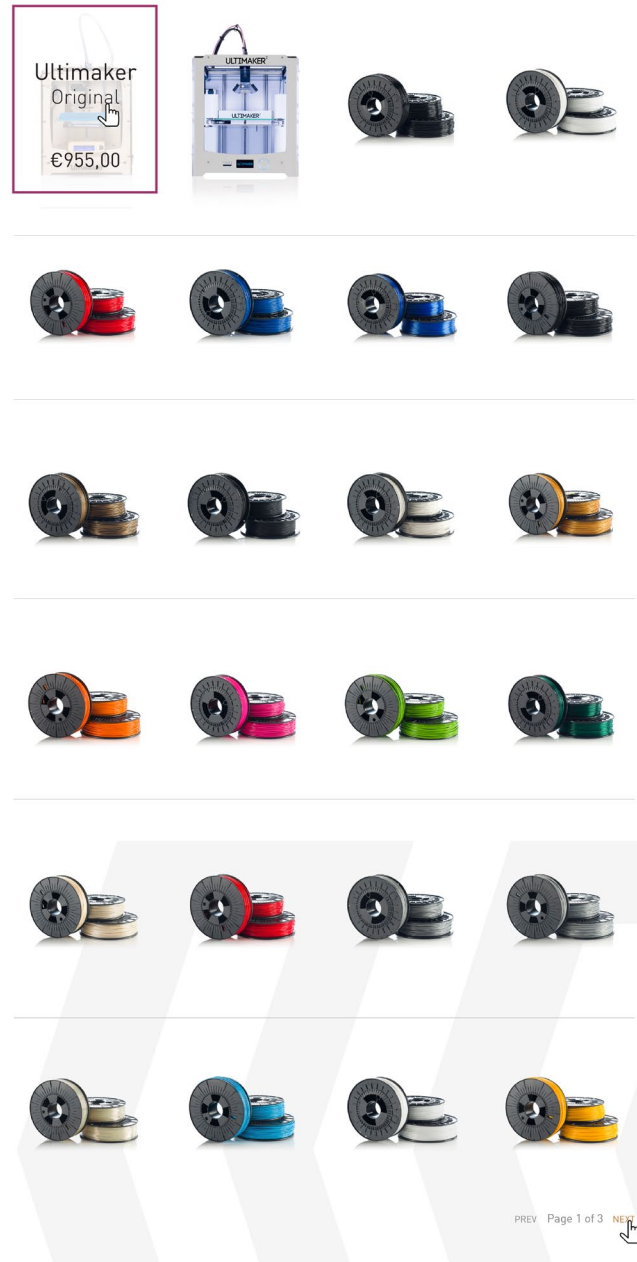
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Store

- ALL
- PRINTERS
- FILAMENTS
- ACCESSORIES
- SPARE PARTS



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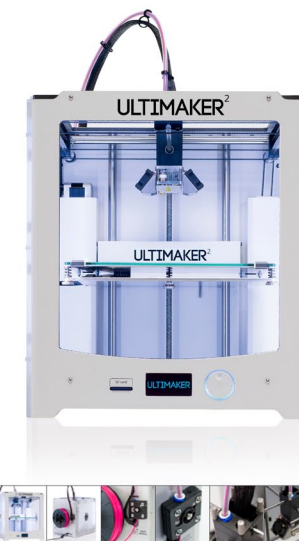
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Ultimaker 2



Summary

To operate the Ultimaker 2 you don't need any specific technical knowledge. Every part has been redesigned to create one of the highest performing 3D printer available on the market, but also a very reliable one.

The Ultimaker 2 can be seen as a development in accordance with the requirements of the market based on our knowledge and experience. It is also open source. It has especially been designed for non-experts and experts.

With it's 49 decibel it's a quiet machine and it fits in almost every environment. The Ultimaker 2 has been exposed to multiple stress tests which will get our printer the CE approval, making it just as safe as your microwave or television.

Features

- Desktop Space: 357 x 342 x 388 mm
- Build Volume: 230 x 225 x 205 mm
- Speed: 30 - 300 mm/s
- Quality: up to 20 micron (0.02 mm)

€1,895.00

1 BUY

Accessories that go with this product



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MOBILE SCREENS

ULTIMAKER

Ultimaker 2:
Our latest 3D Printer

Fully assembled: Imagine it, make it, easy.
The Ultimaker 2 is open source and designed for the best user experience in 3D printing.

- Easy to use and reliable
- Designed for non-expert and expert
- Larger build envelope
- Heated bed
- Low cost material

[View Product Details](#)

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- Store
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- Our Company
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ULTIMAKER

Store

ALL



Ultimaker Original
€955,00



Ultimaker 2
€1,895.00



ABS Black
€31,50



ABS White
€31,50



ABS Red
€31,50




PLA Blue
€31,50



PLA Blue-Translucent
€31,50



PLA Black
€31,50



PLA Bronze
€31,50



PLA Flexible-Black
€31,50



PLA Flexible-White
€31,50



PLA Gold
€31,50

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ULTIMAKER

Store


ALL

PRINTERS


FILAMENTS

ACCESSORIES


SPARE PARTS




Ultimaker Original
€955,00




Ultimaker 2
€1,895.00




ABS Black
€31,50




ABS White
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ABS Red
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PLA Blue
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ACCESSORIES



UltiController Kit
€80,00



Knurled Drive Bolt Kit - V3
€16,00



Hot End Upgrade V2
€56,00



Extruder Drive Upgrade
€22,00



Doodle3D Wifi Box
€82,00



Blue Tape 3M Scotch
€12,00



Dual Extension Pack - Experimental
€195,00

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ULTIMAKER

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Our latest 3D Printer



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Accessories that go with this product



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TRADE SHOW

Heart Implants, 3-D Printed to Order

“ I am continually amazed with all the capabilities of 3-D printing. It has opened countless doors for new solutions and research in the medical field. We now have the ability to provide patients with more affordable and better options.”
-Dr. Ryan S. Jones, PhD

Teaching Creativity Using 3-D Printing

“ Having an Ultimaker 2 in the classroom opens up endless possibilities to use 3-D printed materials in my curriculum. My students are more engaged while also being exposed to a new area of science and technology.”
-Melissa Vining, Elementary School Teacher

Adding Dimension To Your Work Place

“ Being able to have the capabilities to create a 3-D model of the building we are drafting has been extremely beneficial for our architects and to also show our clients. An Ultimaker 3-D printer is an essential tool in any business.”
-Steve Warren, CEO New York Architecture and Design

Ultimaker: The Original
\$1,380

Ultimaker 2: Our latest 3D Printer
\$2,628

ULTIMAKER FOR LIMITLESS THINKERS



