

Mattel Reimagines ThingMaker, Allowing Families To Become Toy Makers With At Home 3D Printing



ThingMaker 3D printing eco-system of mobile app plus printer gives young designers the necessary tools to bring their imaginations to life

EL SEGUNDO, Calif., Feb. 12, 2016 /PRNewswire/ -- [Mattel, Inc.](#) (NASDAQ: MAT) kicks-off New York Toy Fair 2016 by announcing today an easy-to-use 3D printing eco-system for families ThingMaker Design App and the ThingMaker 3D Printer. Through a previously announced collaboration with Autodesk, Inc. (NASDAQ: ADSK), ThingMaker is designed to virtually hand over the "keys to the toy factory." The iconic ThingMaker from Mattel first debuted as the original at-home maker device in the 1960s, and has been completely reimagined for the 21st century. The ThingMaker 3D printing eco-system, combined with a little imagination, is all families need to design, create and print their own toys from start to finish.

Whether creating figures such as dolls, robots and dinosaurs, or wearable accessories like bracelets and necklaces, Mattel's new ThingMaker eco-system is the answer for at-home creative play. By downloading the ThingMaker Design App, families can browse through easy-to-follow templates or tap into their imaginations and build their own creations from hundreds of parts. When the masterpiece is ready for creation, designs get sent right to the ThingMaker 3D Printer, which prints parts in batches for easy assembly via ball and socket joints.

"In today's digital age, it's more important than ever for families to transcend the digital world and make their ideas real," said Aslan Appleman, senior director, at Mattel. "ThingMaker pushes the boundaries of imaginative play, giving families countless ways to customize their toys and let their creativity run wild. We're thrilled to work with the 3D design experts at Autodesk to bring this one-of-a-kind experience to life."

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