22 September 2016

ASX Release

(ASX:FCN)

By e-lodgement



Robo 3D launches new 3D printers, exceeds funding goal in 3 hours

Attached is an announcement by Robo 3D regarding the exclusive launch of the Robo C2 and the Robo R2 smart 3D printers on Kickstarter.

Kickstarter is a platform that facilitates the sale of products to customers with delivery scheduled at a future date (November 2016 for Robo C2 and January 2017 for Robo R2). The goal of this pre-sales campaign was three-fold: reach a large audience for pre-sale of the new models, validate the retail price points of the new models, and importantly, generate media coverage. Pleasingly, within 3 hours of launching, the goal of US\$100,000 in pre-sales was exceeded.

As advised on the 8 September 2016, Falcon Minerals Limited (ASX: FCN) ("Falcon") has secured the right to acquire 100% of Robo 3D, Inc. through the acquisition of 100% of the issued capital of Albion 3D Investments Pty Ltd (ASX Release, 8 September 2016: Acquisition Update — Falcon to acquire 100% of Robo 3D).

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Robo C2 and Robo R2 Smart 3D Printers Launch, Expanding Robo Product Line and Feature Set

Innovative brand returns to its community roots on Kickstarter to usher in next-generation of 3D printing.

SAN DIEGO (Sept. 22, 2016) — Robo, a company that makes highly-rated consumer 3D printers, today announced two new additions to its growing product line: Robo C2 and Robo R2 smart 3D printers with Wi-Fi, powered by the new Robo app. Robo totally redesigned and reimagined both next-generation printers, creating a list of innovative features required in a modern, connected smart device, and making 3D printing fun, easy and accessible to everyone.

Kickstarter — It's All About the Love

Touching on the cornerstone of its success on Kickstarter three years ago, Robo is once again using this same platform to continue telling its story of innovation and creation that allowed it to launch and cultivate its fan base. And it's because of those Kickstarter fans' continued support and inspiration that the company returns back to Kickstarter to give the community access to an exclusive limited run prior to the general market release in November. Starting today at 9 a.m. (PDT), anyone can visit http://kck.st/2caZIUb to place their orders on Robo's most advanced printers yet.

"Working non-stop at our San Diego headquarters, we've redesigned our printer from the inside out and see it as an incredible opportunity to continue pushing the boundaries in this space, while providing an unforgettable consumer experience," said Braydon Moreno, co-founder of Robo. "Robo C2 and Robo R2 will continue empowering people to make the imagined real as they bring their ideas to life with our simple-to-use technologies and create anything from prototypes of new products, to household items, to customized and personalized pieces. We know the future of 3D printing is bright and that future's now with these two new products — coupled with the ride that is the Robolution."

3D Printing Made Easy for All

Robo knows firsthand that to truly measure its success within 3D printing means its products must reach beyond a specialized consumer camp toward a more inclusive experience regardless of age or skill level — whether the making happens at home, in the workplace or in the classroom. And with the new Robo C2 and Robo R2, that aim is realized right out of the box — giving anyone with an idea, a vision or a purpose the tool needed to help turn their passion into a physical reality, as quickly and as easily as possible right from a mobile device.

Robo C2 and Robo R2 are Game-Changers

From Robo C2's compact size, to Robo R2's high-performance, both printers feature built-in Wi-Fi, fast print speed, substantial print sizes, large color touch screens, automatic self-leveling print beds, integrated model slicing and filament run-out detection. Robo C2 is engineered to fit any space with its small footprint, while still delivering a product that can scale nearly any project with the utmost detail and efficiency.

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And as the successor to Robo R1+PLUS with its larger print size, heated print bed, on-board camera for remote print monitoring and the ability to print two materials at once with an additional extruder head (sold separately), Robo R2 is the level up when it's time to tackle projects that involve serious printing.

Robo C2 product page: www.robo3d.com/roboC2 Robo R2 product page: www.robo3d.com/roboR2

Make Smarter with the Robo App

With the new Robo app, consumers now enjoy seamless interaction with both printers and a faster process to each 3D print — while never sacrificing precision. The app lets you connect and print right from your mobile device, monitor the progress of every print in real time, manage multiple prints and printers at once, connect to cloud libraries and access thousands of 3D models, make in-app purchases (filaments, accessories, print kits and more) and get access to 24/7 support and helpful tutorials.

Same Mission, Streamlined Message and Focus

Every brand deserves its line in the sand: a look, feel, and statement that quickly defines who it is and what it stands for regardless of the medium through which it's communicated. So, Robo went to task on a rebranding strategy, complete with a new logo, shortened name (Robo 3D is now simply, Robo) and engaging tagline — Make the imagined — to present a more inclusive brand that helps anyone with a good idea explore their potential as a creator, thinker, innovator and maker — which ultimately echoes the unending sentiment of the brand.



About Robo

Robo continues to redefine and improve the total experience with its diverse range of products, and provide people a true means of exploring the limitless possibilities of their own creative potential.

To learn more about Robo, visit www.robo3D.com

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