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FreeForm Modeling System Earns Acclaimed Japanese Good Design Award *Recognition Awarded for Excellence in Design, Quality, Function and Performance*

Woburn, MA, October 9, 2001 – SensAble Technologies, Inc., today announced the FreeForm modeling system has been awarded by the Japanese Industrial Design Promotion Organization the highly coveted Good Design Award 2001 in the Product Design Category. The FreeForm modeling system was selected to bear the exclusive G-Mark symbol based on its superior design, quality, function and performance capabilities in 3D modeling. The Product Design Category screens all “industrially produced” goods from products used by individuals in the home through products used in business or public arenas. Previous award recipients include companies such as Sony, Honda Motor, Nike, Mitsubishi, IBM and Sanyo Electric.

Established in 1957 by the Ministry of International Trade and Industry, the purpose of the Good Design Award is to seek out and recommend to the public superbly designed products, architecture and environments. The G-Mark symbol was designed as the proof of the awarded product. It carries significant impact in Japanese society and is often a determining factor in business purchasing decisions.

Bill Aulet, president of SensAble, commented, “We are honored to have the FreeForm modeling system recognized as a recipient of the Japanese Good Design Award. The G-Mark symbol clearly reinforces that modeling with touch provides profound productivity gains, creativity and usability for sculptors and designers.”

About FreeForm Modeling

SensAble’s FreeForm modeling system provides an analog interface to a digital tool, a revolutionary combination for product design. FreeForm modeling tools use familiar physical metaphors such as sculpting, wire cutting, shaping and deforming. These work in a direct and obvious manner to deliver the flexibility and expressiveness of physical media like the clay and blue foam designers have loved for years. Controlling these tools through touch gives users an unprecedented connection to their model. The flow of design intent—no longer choked off at the user/computer interface—allows users to faithfully

capture any nuances and difficult to describe subtleties in digital form. Sophisticated modeling techniques help designers to hold design criteria and optimize form with function, while direct model interaction and familiar methods help eliminate the months-long learning curve typically needed to master traditional 3-D modeling software.

About SensAble Technologies

SensAble Technologies is transforming the way people use computers in the 21st century. Our groundbreaking technology allows you to fully interact with your computer via your sense of touch. Two dimensions—sight and sound—become three, sight, sound and now touch. And that gives you the freedom to work in a more natural, intuitive way. SensAble and its products have won more than a dozen awards and have been featured in publications worldwide, including *The Wall Street Journal*, *Business Week* and *Fortune*. FreeForm modeling, SensAble's first end-user application, was given the first ever Grand Innovation Award from *Computer Graphics World*. The company has over 500 customers in 30 countries, including adidas-Salomon, Bandai, Boeing, Disney, Endo, Ford, General Electric, Honda, Hasbro, Motorola and leading universities worldwide. For more information, visit www.sensable.com.

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