



# Cricut Explore™: The World's Easiest to Use Design-and-Cut System

## Simply revolutionary

Personal electronic cutting machines empower the maker movement with technology that makes DIY projects look professional. Cricut Explore™ sets a new standard for these machines.

There's never been a design-and-cut system this easy to use: From opening the box to finishing your first project, every aspect of the user experience has been redesigned to be simply revolutionary.

## Designed to delight

The development of the Cricut Explore™ machine included interviews with hundreds of users, numerous focus groups, detailed ethnographic research, and usability studies. The payoff was immense—the designers worked with a keen appreciation for the practical and emotional needs of DIY crafters.

## Out-of-the-box simplicity

From the moment you unbox the Cricut Explore™ machine and lift it from its storage bag, the system sets the stage for unmatched simplicity and ease of use.

The research insights drove a bold vision of a design-and-cut system that would remove all the obstacles to creative expression, be very simple to use, and offer powerful new features that would transform the DIY experience.

## As easy as 1,2,3—literally

- 1. Design:** Choose from over 50,000 images online, or import your own designs. Get inspired and then customize a project or just click “Make it Now”!
- 2. Select:** Forget about tedious manual blade settings forever. Get the perfect cut on nearly any material—just turn the Smart Set™ dial to automatically get the perfect cut on your material type.
- 3. Go:** Once your project is designed, cut and write or cut and score in one step! Cut a Valentine's heart and write a message inside, or cut a favor box with scored fold lines—without reloading mats.



You're ready to create memories on the very first day, thanks to step-by-step instructional videos, 50 free projects, and sample materials included in the box. Get comfortable with Cricut Explore™ by starting with a Make it Now™ project that takes you from design canvas to final cut in just minutes.

## Cut and draw in one step

The dual carriage heads in the Cricut Explore™ machine let you tackle even the most sophisticated craft projects such as 3D objects or custom invitations. Previously, these projects required making a cut, swapping the blade for a scoring stylus or pen, readjusting blade settings, and reloading mats—a series of mundane tasks that could stall the creative process.

Capable of accepting both a blade and an accessory in the dual carriage, Cricut Explore™ lets you cut a shape and either score folds on it or write on it, in just a single step.

The dual carriage heads take the complexity out of more detailed crafts, reducing the number of steps and letting you focus on more creative tasks. Projects that were once intimidating become effortless.

### Your projects, streamlined



#### Project: Keepsake Box



Conventional electronic cutting system

- 1 Set depth for the scoring tip
- 2 Replace the blade with a scoring tip
- 3 Set speed
- 4 Set pressure
- 5 Score the material
- 6 Replace the scoring tip with blade housing
- 7 Set blade depth
- 8 Set blade speed
- 9 Set blade pressure
- 10 Cut the material

**10**  
steps



Cricut Explore™ design-and-cut system

- 1 Preload blade and scoring stylus in dual carriage assembly
- 2 Load the mat
- 3 Select material with dial
- 4 Click Go to score and cut material

**4**  
steps



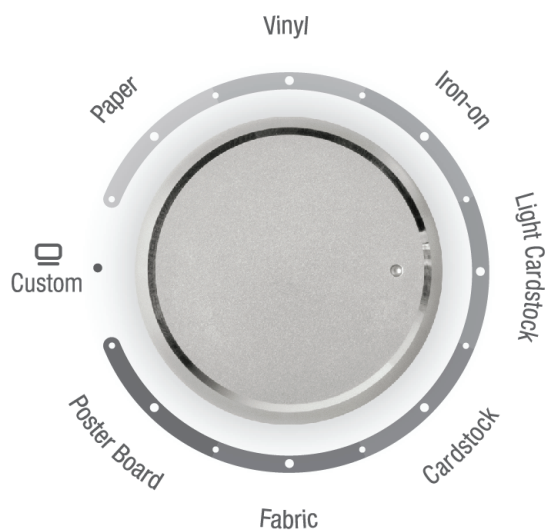
## Say goodbye to complicated settings

In the past, DIY crafters have been challenged by projects that require cutting more than one type of material.

Because different surfaces vary widely in thickness and texture, switching materials requires adjustments to the speed, pressure, and depth of the blade. Changing materials forced users to adjust the blade settings manually—a tedious and imprecise task.

The new Smart Set™ dial does away with all the hassles of cutting different materials. Whether you're working with iron-on or posterboard, simply turn the dial to the appropriate setting and cut. Cricut Explore automatically applies optimal blade settings for that material.

Want to work with a less common material? Turn the Smart Set™ dial to Custom to choose from a preset materials list and save settings based on your preferences.



## Making the complex simple

The simplicity that Cricut Explore™ brings to DIY projects comes from an interface design that puts the emphasis on human needs instead of the underlying technology.

In other words: We let machines do what they do best so humans can do what they do best.

For all aspects of a DIY project, Cricut® developers looked for ways to remove any complexity that could prevent users from reaching their creative goals:

- The Smart Set™ dial eliminates the manual blade adjustments required to cut different types of materials.
- And the intuitive design software, Cricut Design Space™, lets users visualize how their finished project will look before they cut.
- The dual carriage heads simplify complicated projects that require cutting and writing or cutting and scoring.

Every innovation was developed with one thought in mind: “How can we make it even easier to be creative?”



## Cricut Design Space™—intuitive design

At the heart of the Cricut Explore™ experience is Cricut Design Space™—web-based design software that combines an elegant, minimalist interface with instant access to a library of tens of thousands of images.

Cricut Design Space™ brings a new, project-based approach to the creative process. Instead of the literal view of your cuts on the mat, you design with the final project in mind—so you know exactly how the finished project will look, before you cut.

And the possibilities for that final project are virtually endless. Browse the Cricut® Image Library or upload your own designs. Create a project from the ground up, use a pre-designed canvas, or find a Make it Now™ project. However you want to work, there are no distractions to take the focus off your creative goals.

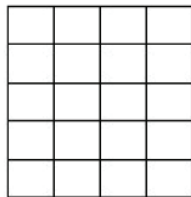
## Focus on your creative vision

Research shows that makers tend to use one of three distinct mental models when starting a new project:

### Three ways to create

#### Blank canvas

**56%** of makers want to design a project from scratch, capturing their vision to make something unique.



#### Make it now

**7%** of makers want to quickly recreate an existing project with a professional look.



#### Customize and cut

**36%** of makers prefer to customize an existing template or project and give it a personal touch.



Uniquely flexible, Cricut Design Space™ easily adapts to each of the models, simplifying project flow and boosting your creativity.



For crafters who want total creative freedom, Cricut Design Space™ offers a blank canvas on which your imagination can roam. Add Cricut images or upload your own images, combining and modifying elements to create something that reflects your own unique vision.

Want to quickly reproduce an existing design for an upcoming event? Browse the Make it Now™ projects to create something professional and polished in just minutes.

There's also a middle path: Choose a Make it Now™ project as a starting point and customize it, adding and modifying elements to create a new version that shows off your personal flair.

Regardless of how you approach your project, Cricut Design Space makes every step simple and transparent, from start to final cut.

## Images, your way

The images and fonts you incorporate into a design are a unique reflection of your creative vision. With Cricut Explore™, you can find or upload virtually any image you have in mind.

The Cut What You Want® tool makes it easy to convert your own design into a cuttable image in just a few clicks! Upload jpg, .png, .bmp, .gif, .dxf, or .svg files for free. You can even cut fonts from your computer.

Cricut Design Space™ gives you instant, easy access to more than 50,000 images in the Cricut® Image Library—each available for purchase for as low as 99 cents. (Complete image sets are available at even greater discounts per image.) You can also purchase a month-by-month or annual subscription that gives you unlimited access to over 25,000 selected Cricut® images and 200 Cricut® fonts. Plus, all library images are available on a “try-and-buy” basis: Add as many images as you like to the canvas and purchase only those that make it to the final cut.



## It really is that easy

From the initial research to the hundreds of hours of user testing, every detail of the Cricut Explore™ experience has been thoughtfully designed to make being creative easy and intuitive.

Ease of use also has a human component. Cricut® Customer Support is always ready to help you get started or troubleshoot problems. Additionally, comprehensive FAQ pages and help videos put the information you need right at your fingertips.

By focusing on ease of use, the designers of Cricut Explore™ have created a machine—and an experience—that allows you to focus on giving your creative vision shape and form.