



# News Release

3D Systems Corporation  
333 Three D Systems Circle  
Rock Hill, SC 29730

www.3dsystems.com  
NYSE: DDD

**Investor Contact:** Stacey Witten  
Email: Stacey.Witten@3dsystems.com

**Media Contact:** Wendy Pinckney  
Email: Press@3dsystems.com

---

## 3D Systems Celebrates 3D Printed Lifestyle Ahead of 3D Print Week New York this April

- Kicks off design challenge to benefit Cooper Hewitt, Smithsonian Design Museum
- Cubify Pop Up Shop to feature flagship tech products, 3D printed wearables, art and more at 3D Print Design Show, Javits Center, April 16-17

**ROCK HILL, South Carolina, March 19, 2015** – [3D Systems](#) (NYSE:DDD)

announced today that it is bringing the 3D Printed Lifestyle to 3D Print Week New York with an exciting array of events, including a Cubify® Pop Up Shop at the 3D Print Design Show, a 3DS Design Challenge focused on Home of the Now themed decor and furniture, and an education event organized by Cooper Hewitt, Smithsonian Design Museum. From how we work to how we live and play, 3DS' event schedule for 3DPrint Week celebrates the many ways that 3D printing impacts our lives, and reflects the increasing availability and accessibility of this transformative technology.

To kick off its celebration of the 3D printed lifestyle, 3DS is launching a Home of the Now themed furniture and design competition, "Designing the Future." The competition challenges designers to create "designed-for-3D-printing" home decor and furniture, throwing out traditional design rules and constraints and embracing the limitless complexity afforded by 3D printing. The winning designs will be sold as limited edition items on 3DS' Cubify destination, with proceeds benefiting Cooper Hewitt, Smithsonian Design Museum. The winner will not only see their concept come to life, but also win a Cube® 3D printer. The competition begins today and runs until April 15, 2015. For more information and full rules, visit [www.cubify.com/designchallenge](http://www.cubify.com/designchallenge).

During 3D Print Week New York, 3DS will host its first Cubify Pop Up Shop, featuring the best 3D printables from fashion, decor, craft, toys, 3DMe® collectibles and most importantly tech gear, ranging from 3DS' flagship consumer 3D printers Cube and EKOCYCLE™ Cube® to Sense™ 3D scanners and quadcopter kits. 3DS will sell products from its own fashion and home brand, FreshFiber, as well as partner brands NOOKA, United Nude, 360Heros and Makies. Cubify is 3DS' platform that brings the 3D printed lifestyle home, with curated designer 3D printables from fashion, décor, toys and gear for adventurers and techies, to collectibles, cloud printing and the ability to manage and access your 3D printers, scanners and content from anywhere, anytime. Cubify is available as a mobile and desktop app for iOS, Android, Mac and PC, as well as the web via [www.cubify.com](http://www.cubify.com).

A promotional banner for the 3D Systems Design Challenge. It features a large, intricate 3D printed wireframe bowl on the right side. On the left, there is an orange rectangular box containing the text "3D SYSTEMS DESIGN CHALLENGE". Below this, the text reads "Home design and furniture challenge", "March 19 - April 15, 2015", and "Join our first #3DSDesignChallenge benefiting Cooper Hewitt, Smithsonian Design Museum". At the bottom left of the banner, there is another orange box with the hashtag "#3DSDesignChallenge".

**3D SYSTEMS DESIGN CHALLENGE**

Home design and furniture challenge  
March 19 - April 15, 2015  
Join our first #3DSDesignChallenge benefiting Cooper  
Hewitt, Smithsonian Design Museum

**#3DSDesignChallenge**

"We are excited about bringing the 3D printed lifestyle to 3D Print Week NY with a retail experience showcasing stunning 3D printed items from our cubify.com collections, as well as our consumer 3D printers and scanners," said Peter Theran, Vice President, Global Consumer Products, 3DS. "From fashion to furniture, we're showcasing the countless creative possibilities that 3D printing brings to our everyday lives."

3DS will also be offering opportunities for kids and families who are just beginning their introduction to 3D printing to learn more about and personally interact with the technology through workshop events organized by Cooper Hewitt, Smithsonian Design Museum. Held at the Cooper Hewitt Design Center in Harlem on April 18, 2015, the free workshops will introduce kids ages 7 to 12 to creative problem solving using 3D printing

technologies and the design process, and give participants the opportunity to experience 3D printing, 3D software and 3D scanning first hand. Advance registration is required at [www.cooperhewitt.org/events](http://www.cooperhewitt.org/events).

Learn more about 3DS' commitment to manufacturing the future today at and [www.3dsystems.com](http://www.3dsystems.com) and the company's consumer offerings at [www.cubify.com](http://www.cubify.com).

## **About 3D Systems**

3D Systems provides the most advanced and comprehensive 3D digital design and fabrication solutions available today, including 3D printers, print materials and cloud-sourced custom parts. Its powerful ecosystem transforms entire industries by empowering professionals and consumers everywhere to bring their ideas to life using its vast material selection, including plastics, metals, ceramics and edibles. 3DS' leading personalized medicine capabilities save lives and include end-to-end simulation, training and planning, and printing of surgical instruments and devices for personalized surgery and patient specific medical and dental devices. Its democratized 3D digital design, fabrication and inspection products provide seamless interoperability and incorporate the latest immersive computing technologies. 3DS' products and services disrupt traditional methods, deliver improved results and empower its customers to manufacture the future now.

## **Leadership Through Innovation and Technology**

- 3DS invented 3D printing with its Stereolithography (SLA) printer and was the first to commercialize it in 1989.
- 3DS invented Selective Laser Sintering (SLS) printing and was the first to commercialize it in 1992.
- 3DS invented the ColorJet Printing (CJP) class of 3D printers and was the first to commercialize 3D powder-based systems in 1994.
- 3DS invented MultiJet Printing (MJP) printers and was the first to commercialize it in 1996.

- 3DS Medical Modeling pioneered virtual surgical planning (VSP) and its services are world-leading, helping many thousands of patients on an annual basis.

Today its comprehensive range of 3D printers is the industry's benchmark for production-grade manufacturing in aerospace, automotive, patient specific medical device and a variety of consumer, electronic and fashion accessories.

More information on the company is available at [www.3dsystems.com](http://www.3dsystems.com).