



# News Release

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## 3D Systems Featured in “The Intel Experience” at Best Buy Stores

- Visitors experience 3D printing in store with 3D Systems’ new Cube printers
- Showcases ease of 3D content creation
- Expected in 50 Best Buy stores by the end of October

**ROCK HILL, S.C., October 23, 2014** – [3D Systems](#) (NYSE:DDD) announces its participation in the new [Intel Experience](#), to be featured exclusively in 50 Best Buy retail stores across the United States. The Intel Experience gives anyone access to interact with the 3D printing lifestyle, and other new consumer technologies including augmented reality and digital DJ remixing. As the 3D printing pioneer and leader, 3DS is showcasing its new Cube 3 printers which will be printing live in stores in the Intel Experience and available for purchase at select Best Buy stores and online from BestBuy.com.

“We are thrilled to be part of the Intel Experience, showcasing 3D printers in action and mainstreaming the 3D lifestyle,” said Ping Fu, Chief Entrepreneur Officer, 3DS. “The Intel Experience at Best Buy is a great way for anyone, a first timer or an expert, to interact with a 3D printer designed beautifully for the home, simple to use, and kid-safe to make, produce and learn.”

On a touch-enabled, Intel-powered laptop, shoppers can design their own 3D model of a robot using an app designed by 3D Systems and experience 3D printing as the Cube 3D printer creates featured robot designs in the stores. Shoppers can enjoy the snap-fit exchangeable robot parts and accessories with preferred color and shapes, as well as 3D printed accessories, décor and jewelry.

“We want to inspire people and empower them to dream bigger than they ever have before,” said Fu. “By expanding our retail channel coverage with access to 3D printers and by showcasing how easily 3D Systems’ technology integrates with Intel’s technology, we are democratizing the power to make and enabling anyone to create without limits, and have fun doing it.”

The Intel Experience will arrive in 50 Best Buy stores in cities including Los Angeles, San Francisco, New York, Dallas, Atlanta and other cities across the country. To see a complete list of stores, visit <http://www.bestbuy.com/theintelextperience>.

### **About 3D Systems**

3D Systems is pioneering 3D printing for everyone. 3DS provides the most advanced and comprehensive 3D design-to-manufacturing solutions including 3D printers, print materials and cloud sourced custom parts. Its powerful digital thread empowers professionals and consumers everywhere to bring their ideas to life in material choices including plastics, metals, ceramics and edibles. 3DS’ leading healthcare solutions include end-to-end simulation, training and integrated 3D planning and printing for personalized surgery and patient specific medical and dental devices. Its democratized 3D design and inspection products embody the latest perceptual, capture and touch technology. Its products and services replace and complement traditional methods with improved results and reduced time to outcomes. These solutions are used to rapidly design, create, communicate, plan, guide, prototype or produce functional parts, devices and assemblies, empowering customers to manufacture the future.

### **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 Color-Jet-Printing (CJP) class of 3D printers and was the first to commercialize 3D powder-based systems in 1994.
- 3DS invented Multi-Jet-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)