



# News Release

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## 3D Systems Taps Peter Theran to Lead Its Consumer Products Business

-Theran to Lead Expansion of Retail Markets for 3DS' Latest Consumer Products

-At Bose, Theran Oversaw Consumer Market Valued at \$350M Annually

**ROCK HILL, South Carolina – October 24, 2014** - [3D Systems Corporation](#)

(NYSE: DDD) announced today that Peter Theran joined the company as its Vice President, Consumer Retail and will lead the expansion of the company's consumer products into new retail markets. Peter's charter is to broaden the reach and penetration of 3DS' latest consumer products, services and experiences including its Cube 3 and CubePro printers and its expanding portfolio of perceptual devices and online Cubify experiences.

"We are thrilled to have a person of Peter's considerable experience and stellar track record join our senior leadership ranks to lead one of our emerging growth businesses," said Avi Reichental, President and Chief Executive Officer, 3DS.

Peter comes to 3DS after a distinguished consumer and retail career, anchored by a 20-year service at Bose Corporation, where he managed reseller, retail and web businesses representing \$350M in annual revenue. Peter brings with him deep experience in product management, marketing, sales operations and a proven record of developing differentiated markets for new consumer products.

"It is fortuitous to have a person of Peter's caliber at the helm, just as our latest consumer products are shipping. With several inbound retail opportunities at hand and as positive new products reviews abound, the stage is set for accelerated growth," concluded Reichental.

As part of its consumer products expansion, 3DS is participating in the new [Intel Experience](#) that is featured exclusively in 50 Best Buy retail stores across the United States. As the 3D printing pioneer and leader, 3DS is showcasing its new Cube 3 printers which will be printing live in stores and available for purchase at select Best Buy stores and online from BestBuy.com.

### **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).