



# News Release

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## 3D Systems to Showcase 3D Printed Lifestyle at International CES 2015

*CEO, Avi Reichental and CCO, will.i.am to host the #HomeOfTheNOW,  
Highlighting impact of 3D printing for the "day in the life" of a consumer*

*New products and applications to be demonstrated,  
as well as first professional grade 3D food printer;  
First sub-\$1000 consumer 3D printer;*

**ROCK HILL, SC, Dec. 18, 2014** – [3D Systems](http://www.3dsystems.com) (NYSE:DDD) announced today that it plans to showcase its entire consumer and prosumer 3D printing capabilities at the 2015 International CES in Las Vegas, Jan. 6-9, 2015, at the Sands Expo, booth 72225. The company will announce new hardware and software developments in desktop full-color 3D printing, 3D printing food, and software for design and gaming. From clothes to wearables to desserts and even virtual gaming, 3DS invites show attendees to experience how 3D printing has the power to impact everyday life.

3DS President and CEO Avi Reichental and Chief Creative Officer will.i.am will host an invite only press event on Jan. 5 at 3DS' "#HomeOfTheNow" – showcasing the power of 3D printing today. Avi will be live in the home setting and will.i.am will be "beamed" in from the UK. Will.i.am will then join Avi, in person, on Wednesday, Jan. 7 at the 3DS booth as well.



In addition to new products for consumer home and food 3D printing, the “Home of the Now” will also feature new expressions of the 3D printed lifestyle in fashion, furniture, décor, toys and gaming – both virtual and physical. Media interested in attending can send their requests [here](#).

“The powerful portfolio of products and experiences that we are showcasing at CES proves how the 3D printed lifestyle is now more accessible, more intuitive, more stylish, more delicious, more sustainable and more fun than ever before,” said Cathy Lewis, Chief Marketing Officer, 3DS. “As part and parcel in our “Home of the Now” experience, we are showcasing cutting-edge products that can impact every part of our lives today – not years from now.”

Accompanying new consumer and food products announced at CES, live demonstrations of flagship products at the 3DS booth, will include:

**Cube® 3D Printer – The first sub-\$1000 consumer, plug & play 3D printer for everyday use** – The third generation [Cube 3D printer](#) is available with faster print speeds, higher 70-micron resolution and multi-material, dual-color cartridge system that is easier to load than a 2D printer cartridge. Released in September 2014, the Cube has higher speed WiFi and Bluetooth connectivity, permanently leveled print pad

and seamless integration with the new Cubify® mobile app to make 3D printing easier than ever before.

**EKOCYCLE™ Cube® 3D Printer – The first consumer 3D printer to print exclusively in post-consumer waste** – The [EKOCYCLE Cube 3D printer](#) was

launched in collaboration with The Coca-Cola Company and will.i.am, 3DS' Chief Creative Officer, in December 2014. The EKOCYCLE Cube challenges users to rethink how we make by transforming post-consumer waste into beautiful fashion, décor and music accessories.

**CubePro® series 3D Printers – Professional-quality desktop 3D printing** – 3DS

will showcase the [CubePro series of 3D printers](#), with the largest print volume in its class and multi-material capability. With three models for single, double or triple print heads for up to three colors, this sub-\$5,000 professional-quality desktop 3D printer series offers a controlled environment print chamber to ensure hi-fidelity, true-to-CAD, quality results. Released in August 2014, CubePro is a best seller for 3DS in the desktop engineering, industrial design and architecture categories as well as a fast favorite for garage entrepreneurs and hobbyists.

**ChefJet™ Series– First professional-grade food 3D printers** - The full-color

ChefJet Pro will be food certified and produce edible 3D printed candies and decor. Built from 3DS' ColorJet Printing (CJP) technology, the ChefJet Pro is equipped with intuitive, chef-friendly Digital Cookbook software and creates intricate candies and sweets with a variety of flavor options. The ChefJet Pro is expected to be available in the second half of 2015.

**3D Scanners – Wireless physical photography** – With new features and updates

coming in January 2015, 3DS will showcase its iSense™ 3D scanner for iPad and Sense™ handheld 3D scanner. Ideal for physical photography, both Sense and iSense can scan anything from six inches to ten feet in dimension, allowing users to obtain photorealistic digital copies of real-life objects. Sense and iSense are currently available on [Cubify](#) and at select retailers.

**3D Printing Photo Booth – 3DMe® scanning and printing experience comes to the retail and event space** – 3DS will showcase its 3DMe® Photobooth, a compact 3D scanning kiosk with an integrated 3DMe figurine app along with ecommerce and fulfillment. With an easy, self-guided interface, instant face-capture and small footprint, it's the perfect way for retailers and event venues to bring an engaging 3D experience to their space.

Those unable to attend the event can join Reichental for a broadcast of 3DS' extensive CES 2015 showing by visiting [3dsystems.com/ces](http://3dsystems.com/ces) and clicking on the broadcast link, starting at 1:00 p.m. PST on Tues., Jan. 6, 2015.

For more details on 3DS' 3D printed lifestyle and consumer showcase at CES 2015, please visit [3dsystems.com/ces](http://3dsystems.com/ces).

Learn more about 3DS' commitment to manufacturing the future today at [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 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 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).