



# News Release

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## 3D Systems Cubify.com Goes Live

- Coloring Book Simplicity Powered By Complete Digital Content library  
Deliver A Vivid 3D Create And Make Experience -

**ROCK HILL, South Carolina, January 10, 2012** – [3D Systems](#) Corporation (NYSE: DDD) announced today the launch of its Cubify.com 3D@home create-and-make online experience live in a beta release. The company is demonstrating several exciting [Cubify.com](#) apps at the Consumer Electronics Show (CES) in Las Vegas, Nevada, January 10<sup>th</sup>–13<sup>th</sup> 2012 at the Las Vegas Convention Center in the exclusive 3D@Home section.

[Cubify.com](#) combines coloring book simplicity with the most comprehensive online digital resources and tools to deliver a vivid 3D create-and-make experience through a fully integrated, fluid interface. Cubify.com turns any mobile device, tablet or Kinect® device into a powerful, digital canvas with intuitive [3D apps](#), rich 3D printable content libraries of games, puzzles and collections. Now everyone can unleash their creativity and bring their unique ideas to life in 3D. The company invites creators and developers alike to earn money by marketing their own 3D creations or by developing new apps for Cubify.com. Every month new and compelling content creation, capture and customization apps will be added to Cubify.com.

Our 6,000 strong artist community will enhance Cubify.com. The company is also showcasing 20 of its new [Cube™ 3D consumer printers](#) at CES. 3D Systems calls on all aspiring 3D app developers and designers to become part of its groundbreaking Cubify.com [community](#).

“We invite all CES attendees to experience the full impact of Cubify.com live,” said Rajeev Kulkarni, Vice President and General Manager, Consumer Solutions for 3D

Systems. “We expect Cubify™ to become the preferred destination for kids and adults to express themselves in 3D and for artists and developers seeking to earn money by marketing their own 3D creations or by developing new apps for Cubify™.”

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### **Forward-Looking Statements**

Certain statements made in this release that are not statements of historical or current facts are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements that explicitly describe such risks and uncertainties, readers are urged to consider statements in the conditional or future tenses or that includes terms such as “believes,” “belief,” “expects,” “estimates,” “intends,” “anticipates” or “plans” to be uncertain and forward-looking. Forward-looking statements may include comments as to the company’s beliefs and expectations as to future events and trends affecting its business and are necessarily subject to uncertainties, many of which are outside the control of the company. The factors described under the headings “Forward-Looking Statements,” “Cautionary Statements and Risk Factors,” and “Risk Factors” in the company’s periodic filings with the Securities and Exchange Commission, as well as other factors, could cause actual results to differ materially from those reflected or predicted in forward-looking statements.

## **About 3D Systems Corporation**

3D Systems is a leading provider of 3D content-to-print solutions including 3D printers, print materials and on-demand custom parts services for professionals and consumers alike. The company also provides creative content development, design productivity tools and curation services and downloads. Its expertly integrated solutions replace, displace and complement traditional methods and reduce the time and cost of designing new products by printing real parts directly from digital input. These solutions are used to rapidly design, communicate, prototype and produce functional parts, empowering its customers to create with confidence.

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

To experience 3D Systems' entire range of 3D content-to-print products and services please visit [www.printin3D.com](http://www.printin3D.com), [www.zcorp.com](http://www.zcorp.com), [www.production3dprinters.com](http://www.production3dprinters.com), [www.toptobottomdental.com](http://www.toptobottomdental.com), [www.quickparts.com](http://www.quickparts.com), [www.3Dproparts.com](http://www.3Dproparts.com), [www.alibre.com](http://www.alibre.com), [www.bitsfrombytes.com](http://www.bitsfrombytes.com), [www.botmill.com](http://www.botmill.com), [www.The3dStudio.com](http://www.The3dStudio.com), [www.cubify.com](http://www.cubify.com), [www.freedomofcreation.com](http://www.freedomofcreation.com), [www.sycode.com](http://www.sycode.com), [blog.3dsystems.com](http://blog.3dsystems.com), or via email at [moreinfo@3Dsystems.com](mailto:moreinfo@3Dsystems.com).

## **About CEA and CES 2012**

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$190 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also owns and produces the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. Find CEA online: [www.CE.org](http://www.CE.org) and [www.Innovation-Movement.com](http://www.Innovation-Movement.com). Follow CES at [www.CESweb.org](http://www.CESweb.org).