



News Release

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3D Systems Launches Cubify® 2.0

-Highly curated designs with Stylizers for brands and their fans to co-create
-Lifestyle driven destination for fashionistas, design enthusiasts, DIYers and kids

ROCK HILL, South Carolina –January 6, 2014 – [3D Systems](#) (NYSE:DDD) announced today the immediate availability of Cubify® 2.0, the only comprehensive consumer destination that delivers the complete 3D printed lifestyle through highly-curated, brand-driven experiences for fashionistas, décor enthusiasts, kids at play and entertainment fans. The new [Cubify.com](#) also includes the first-ever, 3D printing-powered Mancave where the value is in powering your passions from DIY and automotive to sports and music. Cubify features community-centric, social functionality for users to display their designs in the Shelf, a gallery-like profile, and browse the Design Feed for community-created, inspirational and sharable content.



Cubify.com is powered by 3DS' proprietary consumer platform that enables the secure hosting, publishing and production of large scale branded and licensed 3D printable content for retail, merchandising, and cloud sourcing or at home printing. 3DS also manufactures the award-winning Cube[®] family of consumer 3D printers, the Sense[™] 3D scanner and a suite of consumer design software tools that are all available for purchase via Cubify.

Brand collections on Cubify are curated with a mix of customizable content using 3DS' exclusive Stylizer app technology, making everything designed by you and made for you. Content comes with 100% guaranteed printability at home or delivered to your doorstep from 3DS' high-end cloud printing materials like Ceramix, Everlast and Colorstone. Brands already featured on Cubify include future-focused **NOOKA** fashion accessories; **360Heros**, a leading GoPro gear line; **Digital Dollhouse**, an online educational play-space for kids and their parents; **Blokify**, a digital Lego-like tool for kids to build and create in 3D; and fan favorites **NBA** and **Star Trek** who invite their audiences to join the story with personalized merchandise.

The entire Cubify 2.0 experience will be on display for the first time at the 2014 International CES in Las Vegas, NV, January 7-10, 2014, in the 3DS booth 31424 LVCC South Hall 3.

"Cubify 2.0 is the most powerful consumer destination available today for the benefit of major brands, retailers and users," said Cathy Lewis, Chief Marketing Officer, 3DS. "With Cubify getting there is easy. It is the only online 3D printing lifestyle hub, the ultimate destination for co-creation with your favorite brands and the source for your curated, customizable shopping experience."

3DS invites press to attend a special event hosted by global entertainer and entrepreneur, will.i.am and 3DS CEO, Avi Reichental, at the Las Vegas Convention Center in the South Hall 3, booth 31424 on Wednesday January 8, 2014 at 4:00 PM PST. Only credentialed press can attend with an RSVP to press@3dsystems.com

Those who are not attending CES 2014 can join 3DS' President and CEO, Avi Reichental, for a broadcast of 3DS' extensive showing at CES 2014 by visiting 3dsystems.com/ces and clicking on the link to view the broadcast starting at 4:00 p.m. EST on Tuesday, January 7, 2014. For more details on 3DS' 3DPRINTING 2.0 consumer showcase at CES 2014, please visit 3dsystems.com/ces.

Learn more about 3DS' commitment to manufacturing the future today at www.3dsystems.com and the company's consumer offerings at www.cubify.com.

About 3D Systems Corporation

3D Systems is a leading provider of 3D printing centric design-to-manufacturing solutions including 3D printers, print materials and cloud sourced on-demand custom parts for professionals and consumers alike in materials including plastics, metals, ceramics and edibles. The company also provides integrated 3D scan-based design, freeform modeling and inspection tools. Its products and services replace 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, create, communicate, prototype or produce real parts, 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.

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.