



# News Release

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## 3D Systems CEO Avi Reichental to Speak at Motion Picture Association of America's Creativity Conference

- 3D perceptual and printing tools bring entertainment creativity to manufacturing reality
- 3DS' Gentle Giant Studios brings movie magic to the story on screen and at home

**ROCK HILL, South Carolina – May 2, 2014 – [3D Systems](#)** (NYSE:DDD)

announced today that CEO Avi Reichental will be speaking at the Motion Picture Association of America's (MPAA) Creativity Conference in Washington, D.C. on May 2. The "Creativity Conference" is hosted in partnership by the MPAA, Microsoft and ABC News, and convenes leaders in entertainment, politics, technology, media and government to discuss how creativity is impacting technology breakthroughs and the American economy.

At the conference Reichental will deliver a keynote on the role of 3D printing in the entertainment industry today and what the future could look like for connected digital-to-physical story telling. Other speakers at the conference include Vice President Joseph R. Biden Jr.; Amy Powell, President of Paramount Television, Insurge Pictures & Digital Entertainment; and Lisa Rawlins, Vice President Public Affairs at Warner Bros. Entertainment; Sean Bailey, President of Walt Disney Studios Motion Picture Production; and Morgan Spurlock, documentary filmmaker. The conference will be live-streamed on ABC.com.

Today, 3DS' design, scanning and 3D printing technologies are widely used for visual effects (VFX) to scan actors, props and locations, populating the virtual worlds that filmmakers' create for blockbuster films. 3D printing is becoming a crucial element for manufacturing authentic assets (collectible figurines), such as 3DS' 3DMe application, to the US and world markets as consumer products for the multi-billion dollar entertainment merchandising industry.



3DS' Gentle Giant Studios uses 3D perceptual design, scanning and printing tools to bring entertainment creativity to manufacturing reality.

Learn more about how 3DS is manufacturing the future today at [www.3dsystems.com](http://www.3dsystems.com).

### **About 3D Systems**

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 and an integrated 3D planning and printing digital thread for personalized surgery and patient specific medical devices. 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 functional parts 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.

Today its comprehensive range of 3D printers is the industry's benchmark for production-grade manufacturing in aerospace, automotive, personalized surgery, medical devices and a variety of consumer, electronic and fashion accessories.

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