



# News Release

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## 3D Systems Brings Exclusive Olaf Diegel 3D Printed Guitars To Cubify

- Customize Your Own Electric Or Bass Guitar Today
- Collaborate With The Designer; Get The Sound And Look You Want

**ROCK HILL, South Carolina – October 18, 2012 – [3D Systems](#)** (NYSE:DDD)

announced today the exclusive availability of the first-ever line of 3D printed electric and bass guitars, designed by [Olaf Diegel on Cubify®](#). Starting today, eight unique electric and bass guitar designs including the Scarab, Atom and Spider will be available for purchase on Cubify.

Professional guitarists and enthusiasts alike will be able to work directly with Diegel to customize their instrument for a personalized look and unique sound. Everything from adding your or your band's name to picking your preferred neck and pick-ups will be customizable. Priced from \$3,000 USD and printed exclusively by Cubify, Olaf Diegel guitars are sure to provide musicians with a premium experience.

Recognizing the scarcity of exotic and premium wood material for the construction of high-end guitars, 3D Systems believes that 3D printing offers a musically comparable experience that is sustainable and cost-effective.

"My passion for 3D printing created one of those rare opportunities to combine my engineering design background and love of music into a new product line that breaks the mold of conventional thinking," stated Olaf Diegel. "Partnering with 3D Systems and Cubify presents the perfect combination for manufacturing the instruments and reaching the market through an innovative channel."

"We are absolutely thrilled that Olaf has chosen Cubify as the exclusive marketplace for his gorgeous guitars," said Abe Reichental, President and CEO of 3D Systems. "Beyond

providing guitar lovers the opportunity to create and make their custom instrument, we are proud to deliver a sustainable and responsible alternative to harvesting exotic wood.”

Visit [Cubify.com](http://Cubify.com) and begin customizing your new electric or bass guitar today.

### **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 CAD software and plugins, and affordable consumer create-and-make printers, apps and services. Its expertly integrated solutions 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 create and make with confidence.

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

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### **About Olaf Diegel Guitars**

ODD guitars are a range of personalizable, customizable guitars that explore the limits of 3D printing technologies and applications. 3D printing allows designs to be created

that could not be manufactured through traditional means. The 3D printing technology used in ODD guitars is Selective Laser Sintering (SLS). ODD was started by Olaf Diegel, a long-standing design engineer, with a passion for 3D printing and other advanced manufacturing technologies. As his real job, Olaf is professor of mechatronics at Massey University in Auckland, New Zealand.

More information is available at <http://www.odd.org.nz/about>.