



News Release

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3D Systems Unveils *Americana*, 3D Printed Electric Guitar by Olaf Diegel on Cubify

- See and play this USA themed 3D printed guitar live at NAMM

ROCK HILL, South Carolina, January 24, 2013 – [3D Systems](#) (NYSE:DDD) announced today the introduction of a new, one-of-a-kind 3D printed guitar, the *Americana*, embedding the rich details of New York City's most memorable landmarks in the body of a Les Paul inspired, electric guitar, clad by the stars and stripes. Designed by renowned Cubify® artist Olaf Diegel, the *Americana* masterpiece guitar will be on display to the public for the first time along with 3D Systems' award winning Cube® 3D printer and Cubify apps at the National Association of Music Merchants Show, NAMM, in Anaheim, CA, January 24-27, 2013, at the Anaheim Convention Center, in Hall E, booth 1537.

Straying from his signature biomimicry-styled 3D printed guitars, Olaf Diegel was inspired by his love for New York City and all that it represents when creating the *Americana*. It patriotically demonstrates the complexity and sophistication that is possible with 3D printing, a technology born in America by 3D Systems. A full interview with Olaf Diegel on his inspiration, process and passion for 3D printed instruments is available [here](#).

The *Americana* joins the rest of Olaf Diegel's guitar collection on [Cubify.com](#) and is available for purchase today. Interested musicians and enthusiasts are invited to work directly with Olaf to customize their preferences including a range of pick-ups and necks to choose from.

"We are thrilled to unveil the *Americana* guitar, a real American masterpiece celebrating our passion for music, country and 3D printing at the NAMM Show along with our entire consumer 3D experience," said Cathy Lewis, CMO of 3D Systems. "We invite attendees, music brands and developers to experience Cubify, a secure hosting, publishing and production platform, and introduce the 3D lifestyle to their audiences."

At NAMM, 3D Systems invites music brands, retailers and artists to learn how to monetize their intellectual property and creativity on Cubify.com. The company plans to demonstrate its consumer 3D lifestyle experience including at-home 3D printers, electronic and fashion accessories and customization apps.

Learn more today about 3D Systems consumer offerings on Cubify.com.

About 3D Systems Corporation

3D Systems is a leading global 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 modeling, reverse engineering and inspection software tools and consumer 3D printers, apps and services. Its expertly integrated solutions replace and complement traditional methods and reduce the time and cost of designing and manufacturing new products. 3D Systems products and services are used to rapidly design, communicate, prototype or produce real functional parts, empowering customers to create and make with confidence.

More information on the company is available at www.3DSystems.com.

NAMM Defined

NAMM, *the National Association of Music Merchants*, commonly called NAMM in reference to the organization's popular NAMM trade shows, is the not-for-profit association that promotes the pleasures and benefits of making music and strengthens the \$17 billion global music products industry. The association—and their trade shows—serve as a hub for people wanting to seek out the newest

innovations in musical products, recording technology, sound and lighting. NAMM's activities and programs are designed to promote music making to people of all ages.

For more information, go to www.namm.org.