

February 14, 2014



MEDIA ALERT: Visit MakerBot at the NY Toy Fair

Experience the New MakerBot Digital Store Collections and MakerBot 3D Printing Ecosystem

MakerBot

WHO: MakerBot, a global leader in desktop 3D printing, will be at the **New York Toy Fair February 16 through 19, 2014**, and will be exhibiting its new [MakerBot Digital Store](#) 3D printed collections. Toy Fair visitors are invited to visit the **MakerBot Booth #3127** and see the MakerBot Digital Store collections first hand and experience the MakerBot 3D Printing Ecosystem.

WHAT: The **MakerBot Digital Store** is the site for original, fun and collectible digital content for MakerBot Replicator Desktop 3D Printers. The MakerBot Digital Store launched in January at the International Consumer Electronics Show (CES) and has already become a popular destination for those interested in easy-to-3D print and assemble models.

The MakerBot Digital Store provides a place that offers original, fun and collectible digital content directly to the end user. MakerBot Digital Store Series One Collections include: Around Town™, Chunky Trucks™, The Cosmic Cadets™, Dragons of Glastonbury™, Famous Flyers™ and PetPals™. The MakerBot Digital Store is only available for the MakerBot fifth generation desktop 3D printers and the MakerBot Replicator 2 Desktop 3D Printer (fourth generation). In the MakerBot Digital Store, visitors can purchase high-quality, delightful, printable and paintable digital 3D models and collections. The models are MakerBot Verified to successfully print on MakerBot Replicator 2 and fifth generation MakerBot Replicator Desktop 3D Printers. The MakerBot Digital Store effectively turns a MakerBot Replicator Desktop 3D Printer into an in-home entertainment device and completely redefines the distribution channel: there is no packaging, no shelving requirements, no distributor/retailer mark-up, and the customer can print as many copies from the digital file as they desire. MakerBot has created the models so they do not require supports or glue. Pricing is based by individual digital 3D file (.x3g and .makerbot) or by the collection. Prices start at \$0.99 per file or \$9.99 for a collection, and are only available through the MakerBot Digital Store.

For more information, visit makerbot.com/digitalstore.

WHEN & New York City Toy Fair Booth #3127 ****Note: For media interviews on MakerBot, contact**

WHERE: Jacob K. Javits Convention Center, jenifer.howard@makerbot.com.
NYC

WHY: **MakerBot**, a subsidiary of Stratasys Ltd. (Nasdaq: SSYS), is leading the Next Industrial Revolution by setting the standards in reliable and affordable desktop 3D printing. Founded in 2009, MakerBot has built the largest installed base of desktop 3D printers sold to innovative and industry-leading customers worldwide, including engineers, architects, designers, educators and consumers. The MakerBot 3D Ecosystem drives accessibility and rapid adoption of 3D printing and includes: Thingiverse.com, the MakerBot [Digitizer](#) Desktop 3D Scanner, the MakerBot [Replicator](#) line of Desktop 3D Printers, [MakerWare](#) software, [MakerCare](#), the MakerBot retail [stores](#), and strategic partnerships with top-tier brands. MakerBot has been honored with many accolades, including *Popular Mechanics*' "Overall Winner" for best 3D printer, *Time Magazine*'s "Best Inventions of 2012," *Popular Mechanics*' "Editor's Choice Award," *Popular Science*'s "Product of the Year," *Fast Company*'s "One of the World's Top 10 Most Innovative Companies in Consumer Electronics," and many more. Join the Next Industrial Revolution by following MakerBot at makerbot.com.

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Source: MakerBot