HP is in. Microsoft and Intel, too. Ingram Micro, Tech Data, ABC Data and other distributors have opened Business Units or appointed product managers. Best Buy, WalMart, Media Markt, Staples, Synaxon and even Cool Blue are selling it at retail. Not to mention companies like Verbatim selling "filament" to print in 3D like they did for the PC with diskettes and CDs.




**3D printing is IT's Next Big Thing.** There are 3D scanners that attach to an iPad... applications that link to HP Sprout, Oculus Rift and Augmented Reality...service bureaus and even clouds where you find 3D printing-as-a service. And a number of e-commerce platforms that sell or give away content, fighting to be the iTunes of 3D printing.

While the song may be different, many in IT will recognize the tune and dance to the beat.

**How do you find out more about 3D printing as it relates to your business?** Fortunately, there is a new pan-European conference that focuses on the business of 3D printing
**:**
**3DP EUROPE**
in Brussels, Oct. 18-19th.

For the price of a business dinner for four in Brussels, you can learn all about the technology. the products, the market stats and even the challenges and opportunities of the distribution partners.

Listen to Ingram Micro on how to get into 3D printing reselling, iGo3D Germany on retailing, 3D Hubs on platforms, and Canalys on the market's vital statistics.


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