



think it create it

ASX ANNOUNCEMENT 16 FEBRUARY 2017

## ASX Announcement

### 333D PARTNERS WITH THE BIG FREEZE WORLDWIDE

The Directors of 333D Limited (ASX:T3D) are pleased to announce that 333D Limited (“T3D”) has reached agreement with The Big Freeze Worldwide (“TBF”) to market their 360 degree camera array into the South East Asian market, which includes Australia, New Zealand and China.

#### HIGHLIGHTS

- 333D to partner with The Big Freeze Worldwide.
- Addition of a 3D data capture and digital vertical for T3D.
- Significant revenue opportunity in the promotional activation space.
- Further development and application opportunity available utilising this technology and the market leading technical knowledge of TBF.

T3D is pleased to advise that agreement has been reached with The Big Freeze Worldwide. T3D will have exclusive sales and marketing rights for the TBF range of 360 degree array systems.

TBF markets its arrays in the US directly and has distribution partners in Italy and Canada. Their camera arrays are predominantly used for event and promotional activation with brand partners. For example, their array is used as a direct broadcast feed for the Golden Globes, Grammys and Emmy Awards and is branded for this activation by the E! Entertainment Network as the ‘GlamCam’. Furthermore, American Express has been a sponsor of the array as a fan engagement piece at several US Tennis Opens and music festivals, creating a huge viral social buzz during and after the events. Capital One, ESPN and Turner Events all sponsor The Big Freeze technology at major sports events in the US market. The Big Freeze Worldwide delivers social throughput that yields vast and rapid advertising for these fortune500 companies.

The array itself is a circular modular structure designed to be easily assembled and dismantled at a client location. It can be comprised of 24 to 56 DSLR cameras that instantly captures a subject, producing a 360 image that is then available for immediate sharing on websites and all social media platforms. TBF has substantial unique IP enabling automated 360 image meshing and distribution in what is virtually real time. This provides an exceptional customer experience where immediate customer gratification is paramount. The Big Freeze will be launched in Australia at an event at Etihad Stadium in Melbourne’s Dockland precinct next month. *Further information is available at [www.bigfreeze.com.au](http://www.bigfreeze.com.au).*

Furthermore, T3D and TBF will collaborate to develop a 360 array that has 3d printable file capture capability. This will enable T3D to add value and further leverage its investment in 3d printing hardware by producing 3d figurines that reflect special moments in time or events for the customer. We see considerable opportunity in deploying this technology at the many major events held annually, in the first instance, on the Australian calendar and then further into T3D's named exclusive territory.

"The digital vertical is one that we see as a natural partner for our 3d printing services. This agreement with TBF, as well as presenting T3D with significant revenue opportunities as a stand alone activation technology, provides the bridge between the digital and physical worlds allowing us to explore and develop additional revenue streams." said T3D Managing Director Frank Pertile.

"The Big Freeze Worldwide has been a market leader and go to partner for some of the biggest brands in the US market and we are thrilled to now partner with 333D to bring TBF to this part of the world." said Robert Latorre, CEO The Big Freeze Worldwide.

### **About 333D Limited**

333D has been established with a clear strategy to become Australia's leading integrated multi-platform 3D printing company. 333D 3D printers are entirely owned, designed and built in Victoria, Australia. 333D understands the enormous potential of this technology, and the extraordinary opportunity it has to re-engineer the way industries operate. This revolutionary technology enables the creation of products that could never have been made before, changing the entire dynamics of design and development. 333D believes that this technology will create new business and industry opportunities that previously didn't exist. We also understand that Australia is perfectly positioned to participate in this new manufacturing paradigm, and 333D intends to be the market leader and showcase Australia's skills and manufacturing excellence to the world.

### **About The Big Freeze Worldwide Inc.**

The Big Freeze Worldwide is the premier in frozen motion and virtual motion technology. From the most profound synthesis of creative and technical minds out there, we've developed a system capable of delivering true High-Definition images of subjects in 360 degrees. With a treasure chest of arrangements, set-ups, and creative inspirations, we can employ custom rigs and arrangements to capture true moments, frozen from any and every angle. The Big Freeze has worked with some of the largest and prominent companies in the world; ESPN, Amazon, Coca-Cola, NBA, American Express, Ford, Nike and Visa – just to name a few.

To find out more about T3D visit: [www.333d.com.au](http://www.333d.com.au)

For further enquiries please contact:

**Frank Pertile**

**Managing Director**

**+61 3 9646 0890**

**[frank@333d.com.au](mailto:frank@333d.com.au)**