

HP to enter 3D printing market in mid-2014

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HP is working on developing 3D printing technology, announced HP CEO Meg Whitman at the Canals Channels Forum in Bangkok. HP plans to enter the 3D printer market in the middle of 2014, said Whitman.

"We are excited about 3D printing," Whitman said, "We want to lead this business. HP Labs is looking at it."

It seems pretty nature for HP to enter the 3D printing market. HP first ventured into the 3D printing space through a early partnership with Stratasys, which was created in 2010 to produce HP-branded 3D printers. The partnership ended in 2012. but HP's R&D team continues to explore the many possibilities of 3D printing.



As part of its ongoing RAGNAROK (Research on Advancing Glass & Non-organic Applications to Recreate Objects & Kinetics) project in 2012, HP Labs is looking at glass as a potential candidate for use in 3D printing. HP's paper says, "glass is easy to recycle and environmentally friendly. Glass is inexpensive but looks precious; it's pleasant to the touch and is so familiar that customers won't be disappointed by its fragility." Print transparent glass is still the challenge for current 3D printers and HP has been exploring the use of glass and several possible ways of printing it.

Whitman said HP's main focus in its 3D printing research would be the time and cost required to print. "To print a bottle can take eight to ten hours. That's all very interesting, but it is like watching ice melt," she said, "[HP is asking:] 'How do we commercialise to print faster, at lower price points? to enable service providers?'"

Whitman added that she does not expect 3D printing to become a big business very quickly. "3D printing is in its infancy." "These businesses go along, get a little traction, go along, get a little more traction, then hit the knee of the curve." Whitman expects 3D printing to reach its inflection point in three years.

No further details about what kind of 3D printing product HP is developing were revealed, but Whitman said it will be a "new technology". And this new technology will be shown off in mid-2014.

Via: [theregister](#)

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