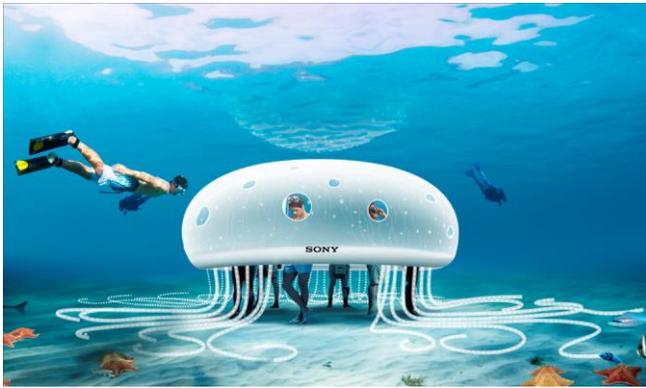


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## Paradigm 3D prints unique "coral" display fixtures for Sony's "Xperia Aquatech Store" - the world's first underwater shop, in Dubai!



The United Arab Emirates (UAE), and in particular Dubai, is famous for many world firsts. So, when consumer electronics giant Sony wanted to reaffirm its confidence in the durability of its Xperia range of products (handsets, tablets, smartwatches and other gadgets), and enable consumers to enjoy their devices in a typically fun environment without having to worry if the devices get wet, the company decided to do something dramatically different. In keeping with the waterproof theme of the products, Sony's creative team at FP7/DXB, conceptualized and built an underwater, pop-up 3-day store, a short swim off the coast, in The World Islands, Dubai.

FP7/DXB, turned to Middle East 3D printing experts, Paradigm 3D, to create durable and robust coral display props for the underwater store which would be used to showcase Sony's products. The corals were produced in a variety of unique forms that drew inspiration from the natural world in order to create an exceptional environment inside the shop. FP7/DXB needed 3D printed shop-props that were durable enough to tolerate transportation and spending time under the sea. The customized coral pieces were designed so that Sony's devices would be perfectly held in place.

Paradigm 3D's printing division uses Stratasys FDM (Fused Deposition Modelling), systems which have the advantage of 3D printing in ABS, and a comprehensive range of thermoplastics, depending on the requirements. The systems use patented technology to dissolve away the water-soluble support materials, (which are automatically built into the 3D printed models where needed). Thus, with the beautiful and intricate coral designs, it was a natural choice to create the models in the Stratasys 3D Production printer wherein both aesthetic and functional needs could be met.



Once the corals had been printed, it was a simple task to remove all the unwanted support material by placing the corals in the waterworks tank. Following this process, the beautiful corals were revealed and ready for use in the Sony world first underwater store!

3D printing of the corals was the only way to produce the intricate and complex models, without the restrictions that traditional manufacturing places on the designer, and with 3D production systems running around the clock, it was possible to create eight medium corals and a magnificent centre piece within one week.

With its in-house Stratasys Fortus 400 and Fortus 900 3D production 3D printers, Paradigm 3D could print the coral in robust ABS plastic to provide a fitted surround for the latest Sony waterproof products. Collaborating on the 3D design data with FP7/DXB, Paradigm 3D was able to suggest some simple design changes to optimize the data for 3D printing and reduce the time needed for production, thereby keeping to the strict requirements of the project meeting the deadline for the opening of the underwater shop and optimizing the aesthetic effects.



*Photo: Final 3d printed centre pieces*