



Dassault Systèmes Opens New Horizons with 3D Experience

New 3D Experience Platform to Help Industry Leaders Create Consumer Experiences

VELIZY-VILLACOUBLAY, France – February 9, 2012 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced the pursuit of a new strategy based on a 3D Experience platform that will change the way industry leaders and marketers create value for their end consumers. The 3D Experience platform transforms the way “innovators will innovate with consumers” by connecting designers, engineers, marketing managers and even consumers, in a new ‘social enterprise’.

“We have evolved the V6 platform with our customers over the last few years. The addition of intelligent information search-based technologies, social innovation capabilities and realistic 3D virtual experiences made us ready to pioneer a new technological wave: a 3D Experience platform to serve the social enterprise of the 21st century,” said Bernard Charlès, President and CEO, Dassault Systèmes. “I am convinced that within this century, people will invent and innovate more than ever before. We must provide businesses and people with holistic 3D experiences to imagine sustainable innovations capable of harmonizing products, nature and life.”

3D Experiences are a catalyst for innovation, enabling any enterprise stakeholder to participate in the innovation process, contributing to drive value for the end consumer.

“The way enterprises work internally and externally will change significantly in the next coming decades,” said Monica Menghini, recently appointed Executive Vice President, Industry, Marketing and Corporate Communications. “Therefore, our objective is to provide our clients with a powerful platform, which uses the universal language of 3D and the Web as the user interface, to help them to connect the dots for a game-changing increase in end-user value.”

“3D virtual store applications, 3D visual logistics applications, as well as easy and real-time-connected business dashboarding have already changed the way companies operate. With the launch of our 3DSwYM brand, the acquisition of Internet companies such as Exalead and Netvibes ([announced today](#)), we are further reinforcing the Social Business Apps which are part of our 3D Experience platform,” said Bernard Charlès.

“Are customers in the business of PDM or CAD or process management? No. Our customers are looking to design the safest, greenest and smartest vehicle, but also how to create the desired, valuable customer experience suiting each market need,” continued Monica Menghini. “We want to help them move from vehicle attributes to vehicle experience. We are looking at the world through their eyes. The 3D Experience platform will help them create winning consumer experiences.”

In today's Fourth Quarter and Full Year 2011 results, Bernard Charlès explained how Dassault Systèmes' excellent financial performance was driven strongly by the 3D Experiences already made possible. "Working with very prestigious companies for many years, such as Ford, Boeing, BMW, Guess, Honda, Airbus, Carrefour, Johnson & Johnson, P&G, Benetton, and GE, to name a few, it became clear to us that we are ready to provide 'Social Industry 3D Experiences'. It was time to open new horizons," declared Bernard Charlès.

To find out more about 3D Experience: www.3ds.com.

About Dassault Systèmes

Dassault Systèmes, the 3D Experience Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 150,000 customers of all sizes, in all industries, in more than 80 countries. For more information, visit www.3ds.com.

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