

RTT Becomes 3DXCITE, Dassault Systèmes' Brand to Power Marketing in the Age of Experience

Excitement Engineered: From Idea to Omni-Channel Digital Marketing

VÉLIZY-VILLACOUBLAY, France and MUNICH, Germany — May 15, 2014 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced the renaming of recently acquired Realtime Technology (RTT) to “3DXCITE” and the new brand’s ambition: to enable a 3DEXPERIENCE strategy that goes beyond engineering and encompasses a customer’s entire business cycle across all communication channels with powerful, streamlined and efficient storytelling.

“I wish I could declare this is a bold, unpredictable move, but that would be taking undue credit for what is an obvious strategic milestone dictated by recent evolutions,” said Bernard Charlès, President & CEO, Dassault Systèmes. “Our customers know that products are no longer enough. In today’s experience economy, brands demand a seamless interplay of 3D design, marketing and sales applications to create high-impact storytelling across all channels. And it is only natural to develop our R&D ecosystem in Germany, close to so many critical customers. Given these factors, our acquisition of RTT and the creation of 3DXCITE to carry out our new 3DEXPERIENCE ambitions are an unsurprising step, I think.”

The refocusing of 3DXCITE on enabling the “PLM of the marketing asset” will have significant impacts across Dassault Systèmes’ customer base and vastly increase the value of the digital assets they create every day. CAD assets for instance, already well-integrated in manufacturing, requirements, and engineering processes, will be fully reusable across millions of digital touch points, including sales, point-of-sales, interactive showrooms, flyers, or consumer web experiences.

“No customer is in the business of *just* engineering or manufacturing. Consumers buy *experiences* and our customers must connect the dots, from design to sales, to deliver that experience,” said Monica Menghini, Executive Vice President, Corporate Strategy, Industry & Marketing, Dassault Systèmes. “Marketing is the management process through which goods or services move from concept to consumers. With 3DXCITE we are now able to work with our customers all the way through their entire value stream process.”

The latest release of the 3DEXPERIENCE platform and the newly integrated capabilities from 3DXCITE creates a business platform that embraces more than just traditional PLM disciplines. Dassault Systèmes’ 3DEXPERIENCE platform now opens up the creative freedom to deliver emotional assets for digital, interactive marketing and sales experiences. From consulting to workflow to final visualization assets, 3DXCITE transforms engineering data into powerful visual experiences.

The 3DXCITE portfolio will consist of Upstream Experience offers, such as visual HMI design and visual design configurators, Sales & POS Experiences that include visual sales management book and visual flagship stores, and Consumer Journey Experiences with visual personal shoppers and visual web configurators.

“From the artistry of an experience to its industrialization, we can now literally *engineer the excitement* for consumers, from the first idea all the way to omni-channel digital marketing and sales,” said Roberto Schettler, CEO, 3DXCITE, Dassault Systèmes. “I’ve always felt that Dassault Systèmes, its V6 architecture, and its 3DEXPERIENCE platform, would change the very foundations of industry in the Age of Experience. With 3DXCITE, we’ve expanded the scope of value we bring to our customers and begun truly fulfilling Dassault Systèmes’ long-held ambition.”

The new 3DXCITE brand was unveiled today at [EXCITE 2014](#), the international event for 3D visualization taking place in Munich, Germany (May 15-16).

For more information about 3DXCITE, please visit www.3ds.com/3dxcite.

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About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE 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 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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