

## **BDHOME and Dassault Systèmes Extend the Showroom Experience into the Home**

*New Joint Venture Will Support the Home Furniture and Decoration Ecosystem in Greater China*

**VELIZY-VILLACOUBLAY, France and SHANGHAI — June 5, 2015 — [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, and [BDHOME](#), a leading omnichannel retailer of innovative and affordable home decor in China, today announced at the [Kitchen & Bath China 2015](#) expo in Shanghai that they are partnering to revolutionize the home decoration industry in greater China with unique consumer experiences that extend beyond the showroom and into the home.

To support this initiative, the two companies have signed a memorandum of understanding to create a joint venture that will accelerate the adoption of Dassault Systèmes' 3DEXPERIENCE platform by the home furniture and decoration markets. The joint venture combines the expertise of Dassault Systèmes in transformative digital solutions and of BDHOME in creative business models for high-quality, affordable home decor, to provide powerful 3D technologies that bring a new level of quality to the showroom experience.

Specifically, the joint venture will distribute Dassault Systèmes' 3DVIA brand of applications for smart, 3D space planning solutions in mainland China, Hong Kong, Macau and Taiwan. It will develop related 3D content, services and experiences for furniture manufacturers such as virtual furniture and catalogues targeting furniture customization, construction and decorating materials. Consumers can use the 3DVIA HomeByMe online interior design application to visualize and customize ideas for home decor or remodeling projects in 3D, and bring showrooms into their homes for a personalized decorating experience.

“With increasing demands for personal consumption from Chinese consumers, ‘customer experience’ has become a priority for each furniture manufacturer and retailer in terms of product production and sales,” said Mr. Chen Zaochun, President, BDHOME. “Dassault Systèmes' 3DVIA provides 3D virtual space, numerous decoration catalogues and fashion-tracking styles so that Chinese consumers can use their imaginations to build a home that belongs to them, and enjoy the amazing experience of decorating it. As the competition in the furniture market grows even fiercer, through its partnership with Dassault Systèmes, a global leader in 3D technology, BDHOME hopes to offer core competitiveness to furniture manufacturers while fostering better values for customers through the development of excellent customer experience.”

“Home design holds a very special place in Chinese culture—where a long history of ancestral tradition in furniture manufacturing blends art, customs and know-how—and, together with BDHOME, our ambition is to help designers and consumers reveal and unleash their creativity

by combining a traditional approach to home and office decoration with the new standards of today's society," said Bernard Charlès, President & CEO, Dassault Systèmes. "We look forward to replicating the European success of our 3DVIA HomeByMe application in greater China with a specialized partner like BDHOME, whose online-offline business model and rigorous selection of international designers have created a paradigm shift in the region's traditional home decor retail channels. The power of the virtual world has already been successfully demonstrated in multiple industries. Together with BDHOME we can complement and support existing businesses in the home decoration industry with customer-centric, value-added services that virtually unite the consumer, designer and retailer."

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#### **About BDHOME**

As founded by nine veteran designers in China, BDHOME is a leading interior soft decoration solutions provider that markets total soft decoration and imported home supplies in OTO model. More than 13,000 kinds of products are provided by BDHOME, mainly in neo-classic, neo-oriental, neo-US and modern styles. Now BDHOME has set up offline experience stores in more than 20 cities in China and the onsite designers will provide total design solutions and recommendations to consumers without charge. For more information: [www.BDHOME.cn](http://www.BDHOME.cn).

#### **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](http://www.3ds.com).

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