

Dassault Systèmes to Showcase 3DEXPERIENCE Universes at CES 2016

Bringing Delightful Consumer Experiences to Life

VELIZY-VILLACOUBLAY, France — November 24, 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, today announced that it will demonstrate 3DEXPERIENCE universes that are transforming consumer electronics at the [International Consumer Electronics Show \(CES\)](#) in Las Vegas, Nevada from January 6-9, 2016.

Dassault Systèmes' pavilion, located in the 3D Printing Marketplace in Sands Expo hall, will invite innovators from business, science and society to engage in an interactive journey around the theme of "Dream, Create, Live" in today's age of experience. In three areas of the pavilion, visitors will discover how the company's 3DEXPERIENCE platform is shaping the thinking, design, engineering and manufacturing of today's most innovative consumer electronics to create category-changing consumer experiences.

In the "Dream" area, visitors will experience a 3D application paired with an HTC virtual reality headset, to sketch ideas and bring them to life. Next, they will explore how companies can "Create" products through demonstrations spanning all steps of product development—from ideation to design to sales and marketing. Lastly, visitors will see how people can "Live" and consume a 3D experience, from personalizing their home, to shopping with 3D technologies or navigating cities of the future.

Automobiles, healthcare, smartphones, drones, 3D printing, the Internet of Things and other segments are intertwining to deliver novel high-tech concepts that are revolutionizing the consumer experience. From semiconductors that power products to wearable devices to specialized electronics for transportation, life sciences or construction, rapid changes in technology trends and the high frequency of new product launches require powerful design, engineering and manufacturing applications to create and quickly adapt to new categories.

Dassault Systèmes is propelling digital transformation in the high-tech industry and defining the power that the virtual world holds in simulating real-world experiences. Its 3DEXPERIENCE platform helps innovators create next generation holistic experiences that can positively and sustainably impact consumers.

"Sophisticated data sensors and connected devices are transforming how humans interact with the world around them, and CES is the perfect forum to show businesses, consumers, executives, manufacturers, makers and tinkerers how 3DEXPERIENCE universes are the backbone of this new era of highly social, mobile and connected consumer electronics," said Olivier Ribet, Vice President High-tech Industry, Dassault Systèmes. "3DEXPERIENCE universes represent the physical world with stunning realism and open opportunities for design creativity, experimentation and a glimpse of how innovations will look and behave in the future."

For more information on Dassault Systèmes' industry solution experiences for high-tech: <http://www.3ds.com/industries/high-tech/>

Dassault Systèmes will be exhibiting at CES in halls A-C, booth #72731.

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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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