



## **Dassault Systèmes Introduces Unique 3D Sketching Experience**

### ***CATIA Natural Sketch Revolutionizes the Way to Express and Communicate Creative Design Intent***

**PARIS (European Customer Forum) — November 22, 2011** — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, announced today the availability of CATIA Natural Sketch, a new breakthrough 3D sketching experience, that finally brings together the intuitiveness of creative 2D painting gesture and the power of accurate, realistic 3D modeling. For most designers, sketch is the medium of choice to express what they have in mind. By making sketching in 3D truly as intuitive as sketching on paper, CATIA Natural Sketch brings a revolutionary experience that matches creative purposes while removing emotional barriers towards 3D creation.

“Dassault Systèmes is continuously striving to make the power of its widely recognized 3D creation solutions accessible to a larger audience with the right experience empowering designers with intuitiveness while enhancing their creativity,” said Anne Asensio, VP Design Experience, Dassault Systèmes. “To turn dreams into reality, we have successfully brought together forward-looking designers and Dassault Systèmes technology experts, resulting in unique registered patents and delivering this unique 3D sketching experience.”

This first-of-its-kind lifelike creative experience helps designers to free up their creativity and share their ideas more rapidly and precisely.

“Enticing, inspirational, and intuitive! The strokes look like real pencil on paper and it’s great fun to sketch. I imagine that it would revolutionize the way I design every day,” commented Jens Paulus, Jens Paulus Design. “Maybe the greatest advantage is that you get inspired while creating 3D as you are sketching at the same time.”

Alexandre Meyer, Automotive Designer, added: “An incredible ergonomic step forward: easier than pen on paper. A powerful way of working with concepts! It is probably one of the first designer’s mind-oriented technologies. This technology is transforming any creative workflow.”

CATIA Natural Sketch enables designers to free up their creativity and also eliminates workflow disruptions all through the industrial design process. Transitioning from ideation to actual design is typically challenging. A sketched 2D idea can turn out to be unrealistic, not feasible in 3D and the process of constructing the 3D models from an original 2D sketch is very time consuming and prone to design intent interpretation errors. CATIA Natural Sketch promotes a new, natural way of designing in 3D, delivering unique value in addressing these challenges and keeping the design intent.

Sketching in 3D allows designers to better understand their design in volume, avoid misinterpretations of 2D views, and better communicate their ideas including to 3D modelers. It also gives designers and design studio teams the ability to use 3D sketches curves to create the 3D model with surface modeling or subdivision surface modeling tools as it is natively part of CATIA. By directly transforming a 2D sketch into a 3D digital product, you can avoid inconsistencies between the design intent and the reality which results in dramatic improvements in terms of design quality.

Following the release of CATIA Live Rendering for intuitive interactive photorealistic visualization a year ago, CATIA Natural Sketch is the latest key element of Dassault Systèmes' Live Design leadership strategy. CATIA Natural Sketch complements the CATIA for Creative Designers solution, which now combines 3D sketching, concept modeling, class-A surface modeling, rapid prototyping and visualization, to address the complete industrial design workflow with a unified environment, from ideation and concept to refinement, design validation, and final production-ready 3D product.

"Discovering the new CATIA for Creative Designers solution was very fascinating as it enables me to literally draw in 3D," said Pauline Deltour, Product Designer. "It offers a direct translation of the idea I have in mind into the 3D world and takes care of all the uncomfortable steps of the process."

Go for the experience and watch the CATIA Natural Sketch video on <http://www.3ds.com/products/catia/portfolio/catia-v6/latest-release/>

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#### **About Dassault Systèmes**

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 130,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes applications provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, EXALEAD for search-based applications- SolidWorks for 3D mechanical design and 3DVIA for online 3D lifelike experiences. For more information, visit <http://www.3ds.com>.

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