

## **Dassault Systèmes Introduces “Perfect Shelf”, a Game Changing Industry Solution Experience for Consumer Packaged Goods and Retail Companies**

***“Perfect Shelf” Transforms the Way Brands and Retailers Deliver  
Better Shopping Experiences to Consumers, Faster and in Every  
Retail Location***

**VELIZY-VILLACOUBLAY, France – September 11, 2012** — [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, announced today the launch of a new Industry Solution Experience for Consumer Packaged Goods (CPG) and Retail companies called “Perfect Shelf.”

“Perfect Shelf” leverages advanced 3D modeling and visualization to provide realistic views of retail aisles including shelves, fixtures, products, lighting and promotional materials - allowing the shopping experience design process to take place significantly faster, with greater extent and flexibility and at lower cost. By modeling virtual shelves and stocking them with realistic 3D product representations built from 2D pictures, brands and retailers can efficiently design shelf layouts, experience them with the eyes of consumers, and augment shelves with real-time business indicators to make informed decisions.

Easy to use, Dassault Systèmes’ “Perfect Shelf” industry solution experience incorporates, and connects digitally, many business scenarios in the areas of Category Management and Space Planning such as new packaging introduction, category assessment, consumer decision trees, in context assortments review, adjacencies and sales materials. Also, it quickly adapts shelving plans to store specifics and then helps store employees execute these plans ‘right the first time’.

Product shelving quality is a critical factor tied to every consumer’s shopping experience. Both CPG Brand Manufacturers and Retailers want to ensure that every consumer, in every store can find what they want, when they want it – and do so quickly and easily. Delightful consumer experiences keep them coming back again and again to their favorite stores.

“Now thanks to our 3DEXPERIENCE platform, CPG brand manufacturers and retailers can imagine and quickly deliver superior shopping experiences that simultaneously reconcile consumer’s perspective, business objectives and operations excellence,” said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault Systèmes. “It will transform the way they innovate and collaborate, for and with consumers, in both mature and developing markets”.

“Perfect Shelf” helps CPG brands demonstrate their knowledge of the category and recommend shelving scenarios that enhance both their brand and the retailer’s category revenue. Retailers enhance the consumer’s shopping experience through optimized operational excellence and

shelf compliancy and significantly improve their ability to execute re-sets quickly and scale category adjustments.

To learn more about “Perfect Shelf” and all of Dassault Systèmes’ industry solution experiences for Consumer Packaged Goods and Retail, please visit: <http://www.3ds.com/solutions/consumer-packaged-goods-retail/overview/>.

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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 150,000 customers of all sizes, in all industries, in more than 80 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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