



Dassault Systèmes Helps GID Launch BodyDock Cellphone Armor for iPhone 4S

3D Experience Solutions Enable Company's Rapid Design of Innovative System

WALTHAM, Mass. – March 12, 2012 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that [GID Development Corporation](#), a provider of rapid, agile, cost effective design and development engineering, has used 3D Experience solutions from Dassault Systèmes to quickly and efficiently design, manufacture and bring to market a new vibration and shock absorbing hard iPhone 4S case. With its use of Dassault Systèmes' CATIA collaborative design solutions, GID was able to take its BodyDock Cellphone Armor system from initial design to actual product in a few months.

"We are seeing first-hand just how powerful Dassault Systèmes' solutions are at bringing ideas and an innovative new consumer experience to life," said Jim Grimes, founder and lead designer, GID Development Corporation, a development engineering company that helps designers bring their own ideas to life. "GID normally works for clients to realize their innovative ideas. This time, with our own idea, it has been an interesting experience for us to use CATIA to bring our *own* product to market, rather than our client's work—and I'm sure this 3D experience will benefit our client work in the future."

Working with key Dassault Systèmes partner [Inceptra](#), GID was able to implement the CATIA for Creative Designers solution to develop its iPhone 4S armor and docking system. GID typically begins with CATIA Imagine & Shape for virtual clay modeling, where its designers can design and collaborate in freeform without the need for any physical mock-ups, saving time and money. With this technology, GID's designers can virtually prototype several concepts and quickly arrive at an optimal end-user experience balancing form and functionality.

From there, CATIA accurately turns the design into a manufacturable product, from splitting the core of a mold and defining cavity geometry, to addressing considerations such as drafts and parting lines. Through this accuracy and ability to collaborate globally, GID is able to quickly bring new, high-quality products to market.

"GID is a perfect example of a company leveraging innovative, integrated, 3D experience technologies for competitive advantage. Experiences are bigger than products. Clients like GID understand this. They talk, research and work to provide products, like the BodyDock armor, that integrate with an end-user's iPhone experience," said Al Bunshaft, managing director, North America, Dassault Systèmes. "It is not just about products. It is a focus upon the user's experience that makes a true success, such as the BodyDock Cellphone Armor."

GID has evolved into a true one-stop source for product development, engineering and production over the years, offering everything from initial concept work to manufacturing. The company uses CATIA for 3D virtual design, ENOVIA to manage its burgeoning data challenges, and 3DVIA Composer for images and models to clearly communicate design intent to its manufacturing partners in China. For more on GID's previous work with Dassault Systèmes, please visit www.3ds.com/company/customer-stories or <http://bit.ly/z9CoT3>.

The Rhino BodyDock Cellphone Armor system for the iPhone 4/4S is already available. Please visit www.bodydock.com for more information on the Armor and how to purchase it. GID's newly developed *Signature* BodyDock Cellphone Armor system will be launched at the International CTIA WIRELESS 2012 trade show in New Orleans, May 8-10, 2012.

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About GID Development Corporation

GID Development Corporation (GID = Get It Done!) provides rapid, agile, cost effective design & development of our client's new product needs through careful integration of all required services. GID can take the dead time and frustration out of the often-difficult transitions from an idea to R&D and to a market ready product by smoothly taking the clients conception through design and into efficient production. The GID multidisciplinary team specializes in finding elegant solutions to difficult problems by recognizing that truly effective answers must deliver total user satisfaction within a robust product that can be produced reliably and at the least cost. GID is determined to help our client's individual or corporate growth by allowing them to concentrate attention on core activities. Members of the GID team have worked in a wide variety of industries, some having commissioned and managed manufacturing plants, with responsibility for bottom line results. Other members have expertise in 3D Digitizing of free form shapes derived from models we design and sculpt from our client's idea. For more information, visit: <http://gidcompany.com>.

About Dassault Systèmes

Dassault Systèmes, the 3D Experience 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.

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