



ENOVIA V5 DMU for Realistic Appearance Simulation

Highlights

- » **Easy-to-use and seamlessly integrated with CATIA V5 design tools.**
- » **Provides novice as well as skilled users state-of-the-art capabilities to create real-time, movies and photorealistic renderings.**
- » **Consistent definition and complete reuse of materials and textures across development processes and programs.**
- » **Accelerates decision-making on product changes and alternative design studies.**
- » **Improves responsiveness to market drivers and customer preferences.**

Optimizing Products for Emotional Appeal

Consumers from every demographic and economic class are becoming more style-conscious, elevating the role of appearance in buying everything from cell phones to cars to clothing. While functionality and price are still critical factors, when faced with a choice between two similar products, consumers will always purchase the one with the most aesthetic appeal.

The power of appearance

If market success depends on reaching the right customer with the right product before the competition, it's essential to be able to evaluate and optimize product look and feel throughout the development process. Consumer tastes change daily, so having tools that can quickly and accurately incorporate design changes and accelerate reviews is a baseline requirement.



V5 DMU for Realistic Appearance Simulation lets you create high-quality, aesthetically appealing renderings to share with stakeholders, marketing, and customers.

Digital Mock-up (DMU) for Realistic Appearance Simulation provides early insight and collaborative review of product look and feel, performance and serviceability — key elements of any successful product introduction and of any Product Lifecycle Management (PLM) strategy. Within a unified PLM environment, Digital Mock-up (DMU) allows distributed product development teams to digitally create a product and its environment in real-time, share it and analyze it to understand factors that will determine market appeal, quality, performance and cost.

Seeing what you mean

V5 DMU provides a comprehensive set of tools to simulate and iterate product appearance, all completely integrated with CATIA V5. This allows design teams to front load more decisions in the virtual stage of development — before investing in expensive prototypes, production resources, and product launch activities. As important, it gives them the ability to quickly modify designs in real time to respond to changes in consumer buying trends.

V5 DMU for Realistic Appearance Simulation provides:

- A completely V5-integrated solution, including CATIA, DELMIA, and ENOVIA.
- Easy-to-use tools for materials, lights, environments definition.

- Real-time simulation of product appearance.
- Creation of high-quality rendering pictures.
- Dynamic generation of high-impact movies.

Explore realistic design scenarios

V5 DMU users and collaborative teams can easily explore and assess design alternatives by switching materials, changing the lighting or perspective, creating new environments and sharing the results with management teams, sales, marketing and prospective customers. These explorations are accomplished without any data translation or time-consuming export/import work between design and rendering V5 applications.

To promote innovation, V5 DMU provides a default materials library that includes rendering effects, but also lets users create their own materials. To achieve more dramatic effects, V5 DMU embeds the cutting-edge CgFX shaders technology from NVIDIA®, which



enhances the surface effects of materials like car paint, leather, and wood by adding reflections, textures, etc.

Real-time simulation and animation

V5 DMU for Realistic Appearance Simulation enables real-time product rendering for instantaneous visualization and “live” animations that bring your digital mock-ups to life. It’s as easy as clicking on a button in CATIA V5. Just apply the materials, set up your environments and lights, and play with the mock-up! For a completely immersive experience and high-impact design reviews and presentations, V5 DMU supports several virtual reality technologies, including multi-screen display, Multipipe™, stereoscopic view and VisionDome®.

Optimize market appeal with photorealistic rendering

To generate the most sophisticated renderings and compelling movies of your product designs, V5 DMU provides photorealistic creation capabilities, based on the latest generation of components from Mental Image®, an industry-proven rendering suite. To stimulate creativity and maximize efficiency, you can save and reuse the scenes, letting you compare different products in the exact same setting.

As photorealistic computation can require significant memory, V5 DMU is fully compatible and optimized for multi-processor computation and 64-bit platforms.



Real benefits from a proven solution

V5 DMU for Realistic Appearance Simulation is used by thousands of customers worldwide today. It has helped teams interactively create and evaluate realistic renderings, test design alternatives, reduce physical prototyping time and costs, and increase the quality and pace of innovation.

V5 DMU for Realistic Appearance Simulation is based on the following products:

- Real-Time Rendering 2 (RTR)
- Photo Studio 2 (PHS)
- Photo Studio Optimizer 2 (PSO)

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About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, the Dassault Systèmes group brings value to more than 90,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire lifecycle of products from conception to maintenance. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - SolidWorks for 3D mechanical design - DELMIA for virtual production - SIMULIA for virtual testing and ENOVIA for global collaborative lifecycle management, including ENOVIA VPLM, ENOVIA MatrixOne and ENOVIA SmarTeam. Dassault Systèmes is listed on the Nasdaq (DASTY) and Euronext Paris (#13065, DSY.PA) stock exchanges. For more information, visit <http://www.3ds.com>.

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