



# **PASSENGER EXPERIENCE DESIGN AND DELIVER PROFITABLE CUSTOMIZATION**

## **HOW DO YOU BALANCE COMPETITIVENESS AND PROFITABILITY WHILE MEETING CUSTOMER EXPECTATIONS?**

Commercial aircraft and business jet original equipment manufacturers (OEM), completion centers, suppliers and airlines strive to differentiate themselves from the competition, yet cabin personalization and customization remains difficult and costly.

Based on the **3DEXPERIENCE®** platform, the **Passenger Experience** Industry Solution Experience, by Dassault Systèmes, provides a cost effective way for you to address these challenges in design, validation and communication. You can transform the in-flight experience while reducing sales and engineering costs and improve close rates on new contracts.

## Go beyond design limits

No limit should stand on the way to designers' creativity. **Passenger Experience** enables to quickly transform free hands sketches into workable 3D surfaces that can be immediately leveraged for virtual reviews, detailed design and marketing assets creation. A wider range of design solutions can be quickly proposed to increase the level of choices and therefore the quality of the final proposal. The integration of the solution with all downstream activities such as detailed design, simulation, manufacturing, maintenance allows simultaneous activities thanks to an optimized propagation of changes.

With **Passenger Experience**, improve your productivity by leveraging automation capabilities to accelerate development activities. Design variants can be consistently managed across all disciplines via common catalog management of offers in terms of variants, options and compatibility rules.

**Passenger Experience** also offers an external paint definition solution to support highly creative proposals and ensure a seamless transition from design to industrial paint processes.

## Personalize the buying experience

**Passenger Experience** enables to differentiate in a highly competitive market by personalizing the customer buying process with high-end visualization. Very early in the design process, realistic 3D visualization provides privacy impression, which is representative of passengers' first feeling when they will discover the cabin for real. Designers, in collaboration with all the key stakeholders and airlines, can considerably mitigate the risks by validating the design proposals virtually in depth and with great fidelity.

Before a first physical prototype is available, **Passenger Experience** allows a detailed exploration of the cabin, including a 360 view of cabin features, under any lighting condition or environments to assess and validate shape, function, reflection, materials, color, trim, and comfort. Design variation proposals can be increased by orders of magnitude without negative impact to time or cost. Customers report up to a 30% reduction in the cost of sales and up to 20% more new contracts.

This high-end visualization provides final customers with a visual experience meeting their requirements and capturing their hearts.

## Distinguishing the marketing experience

Stand out from your competitors and capitalize on the exponential growth in cabin promotion. Create extraordinary marketing materials using **Passenger Experience** for all passenger touch points – from online booking to advertising and airport services.

With 3D data, airlines' marketing teams are one click away from stunning images and videos of cabin interiors and exteriors. Since the 3D data is efficiently repurposed at the aircraft first development stages, high-end visual assets are created long before the cabin is built. This makes **Passenger Experience** perfect not only for promoting an existing fleet, but also for show stopping, high profile launches of new cabin designs. This capability helps to simplify asset localization and reduce costs.

### KEY BENEFITS

- Reduce design and engineering costs in cabin completion through high end 3D design capabilities and integration with downstream detailed design, simulation, test and manufacturing activities
- Transform sales process into a unique experience with higher level of personalization and early realistic virtual prototypes validation reviews
- Increase perception and capture airlines attention with high quality marketing assets

For more information about **Passenger Experience**, visit our website:

<https://ifwe.3ds.com/aerospace-defense/passenger-experience>

## Our 3DEXPERIENCE® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our 3DEXPERIENCE platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

