

## Dassault Systèmes Introduces 3DVIA Make

### *3D Printing-Ready Application to Personalize Goods for “Online Retail”*

**VELIZY-VILLACOUBLAY, France — June 23, 2015** — [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, today announced the launch of the [3DVIA Make](#) application to enable retailers to offer customer-personalized products without requiring a huge back-end inventory or a lengthy fulfillment process. Retailers can now capture mass personalization opportunities for consumer products with flexibility that benefits the customer, retailer and brand.

Using 3DVIA Make, products can be extensively personalized to the desire of each individual customer from within the retailers’ or brands’ website. Orders are then fulfilled on-demand by a 3D printing service or local bureau, reducing the need to stock a wide variety of products. For example, a customer can visit a retailer website or e-store and create a personalized product by selecting from a wide variety of materials, colors, shapes and designs. The customer can see the selected product from a 360-degree viewing angle before deciding to purchase. A personalized, one-of-a-kind product can then be printed using a 3D printer and sent to the consumer within a few days of the order.

“Merchandise that can be highly personalized is going to be an important revenue stream for online retailers in the years and decades to come,” said Allan Behrens, Managing Director, Taxal. “3D printing technology is creating opportunities for sales and brand interactions that were simply not feasible a few years ago. Businesses that can effectively leverage this new ability to sell user-personalized merchandise, as well as manage the distributed manufacturing that’s necessary to maintain an on-demand supply chain, will be significantly ahead of the curve as this technology continues to mature in the online marketplace.”

“This is the first 3D solution designed for integration into a business’s website to give its customers a virtual design experience,” said Vincent Picou, CEO, 3DVIA, Dassault Systèmes. “3DVIA Make is the latest example of 3D technology moving from a professional proposition to a consumer market that makes revenue-producing a reality, and it has the potential to revolutionize certain retail segments in the coming years.”

Powered by Dassault Systèmes’ 3DEXPERIENCE platform, the 3DVIA Make application’s initial focus will be on jewelry, toys and accessories and the application is currently available to select vendors. The product has minimal upfront costs and is based on a revenue sharing model determined by transactions.

3DVIA Make will be available for demonstrations at the [JA New York](#) jewelry tradeshow, held in New York City's Javits Convention Center from July 26-28<sup>th</sup>. The jewelry industry is poised to benefit greatly from collaborative personalization in the coming years, and Dassault Systèmes has developed the 3DVIA Make application with the needs of jewelry retailers in mind. Dassault Systèmes will be located in booth #2260

Learn more on the [3DVIA Make home page](#).

### **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 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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