

Dassault Systèmes Announces Four Global Events Dedicated to Design, Science, Manufacturing and Marketing in the “Age of Experience”

***Milan, Boston, Shanghai and London Will See Communities of
Software Experts Exchange on Game-Changing Technology for the
Four Sectors***

VELIZY-VILLACOUBLAY, France — April 8, 2016 — [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 its “[Age of Experience](#)” Event Series, a new conference concept to explore megatrends and value creation strategies in key business domains experiencing disruptive change. Inspired by the collaborative environment of the 3DEXPERIENCE platform, the “Age of Experience” Event Series unites 3DEXPERIENCE platform user communities and thought leaders across twelve industries to exchange ideas, applications and expertise in design, science, manufacturing and marketing.

Solar-powered airplanes, smart homes and offices, 3D simulated human hearts ... technology is breaking down barriers between virtual and reality and inspiring new generations of makers, engineers, scientists, brand evangelists and CEOs to create the disruptive experiences that are defining our era.

“Age of Experience” event attendees will imagine and explore the future through the power of collective knowledge. Networking opportunities with thought leaders and Dassault Systèmes executives, customer testimonials, round tables with brand user community members, hands-on training and technology and application seminars will offer new perspectives for delivering sustainable innovations capable of harmonizing product, nature and life.

In the “3DEXPERIENCE playground,” Dassault Systèmes will partner with HTC to showcase virtual reality for the enterprise. In this context, each “Age of Experience” event will feature an interactive 3D area where the HTC Vive virtual reality system will bring Dassault Systèmes applications to life through its unique totally immersive, room-scale experience.

“The ‘Age of Experience’ we live in is impacting key industrial domains and transforming the way that software companies develop solutions,” said Monica Menghini, Executive Vice President, Chief Strategy Officer, Dassault Systèmes. “The four global events are open to communities that need to touch innovative thinking and the game-changing 3DEXPERIENCE software solution firsthand for design, science, manufacturing and marketing.”

The first two “Age of Experience” events are:

- [**Design in the Age of Experience**](#), Milan, Italy, April 11-12. Designers must tackle the extreme complexity of multiple design and engineering disciplines to achieve a balance of form, function and experience. This event will explore how nature can inspire the design of efficient solutions to human challenges, connecting the dots from fiction to function and between designers and specialists in systems engineering, simulation and big data technologies. **Keynote speaker: John Maeda**, Design Partner at Kleiner Perkins Caufield & Byers, designer, technologist and former president of the Rhode Island School of Design.
- [**Science in the Age of Experience**](#), Boston, USA, May 23-25. The use of simulation in medicine is bringing the world closer to a realistic representation of the ultimate example of complex systems engineering: the human body. This event will draw expertise from simulation science and chemistry, biology and materials science for a greater understanding of each discipline. **Keynote speakers: Martin Karplus, PhD**, theoretical chemist and winner of the 2013 Nobel Prize in chemistry; and **Lonnie Love, PhD**, Group Leader, Automation, Robotics, and Manufacturing Polymer Systems Additive Manufacturing, Oak Ridge National Laboratory.

Two other events, Manufacturing in the Age of Experience in Shanghai, China, and Marketing in the Age of Experience in London, England, will be hosted at later dates.

For more information on Dassault Systèmes events, visit: <http://www.3ds.com/events/all-events/>

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 210,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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