

## **Dassault Systèmes Partners with Assystem to Provide Aircraft Cabin Customization and Personalization**

*Cabin Development Quality Can Be Improved by 80 Percent and  
Production Efficiency by 30 Percent*

**HAMBURG, Germany — April 15, 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 a partnership with [Assystem](#), an international engineering and innovation consultancy, to transform the development and delivery of personalized aircraft cabins. Aviation companies will use Dassault Systèmes' "Passenger Experience" industry solution experience based on the 3DEXPERIENCE platform, leveraging Assystem's dedicated integration and engineering services.

The commercial aviation industry is undergoing a strong build cycle in which an improved passenger in-flight experience is a key competitive differentiator. Business jet original equipment manufacturers, completion centers, suppliers and airlines aim to increase market share by building customer loyalty with innovative design programs that meet their demands.

The combination of the "Passenger Experience" industry solution experience with Assystem services gives companies an integrated cabin customization and personalization solution to design, validate and simulate future in-flight experiences, and promote the passenger journey of tomorrow. It reduces program costs and improves productivity, quality, on-time delivery and customer satisfaction.

"Our partnership with Dassault Systèmes and its 'Passenger Experience' industry solution experience combines decades of specialization in the aviation industry and is a further demonstration of our desire to continue to offer innovative solutions to the market," said Jeff Hoyle, Vice President Aerospace, Assystem. "Jointly we can help transform aircraft cabin design innovation into a manufacturable and certifiable product that will delight passengers."

The "Passenger Experience" industry solution experience benefits all stakeholders throughout the buying experience—from sales and marketing teams to cabin completion engineers and cabin crew members:

- High-end 3D visualization allows for quick turnaround on new design concepts and ensures that the final product meets expectations.
- Cabin completion activities can deliver mass customization of a passenger cabin in a repeatable, automated manner.
- Marketing teams can promote cabin configurations before the product is built through interactive 3D content.
- Cabin crew members can prepare for future passenger journeys using visual interactive training on technical systems.

“Companies in the aviation industry look for tools, services, content, best practices and return on experience to better differentiate from the competition, profitably,” said Michel Tellier, Vice President Aerospace & Defense Industry, Dassault Systèmes. “Partnering with a leading engineering company like Assystem enables us to offer an integrated approach that dramatically improves sales and margins to help customers reach their goals.”

Dassault Systèmes and Assystem are officially presenting their partnership at the [Aircraft Interiors International Expo](#), taking place in Hamburg, Germany from April 14 to 16, 2015.

For more information on Dassault Systèmes’ industry solution experiences for aerospace and defense, visit: <http://www.3ds.com/solutions/aerospace-defense/industry-experiences>.

###

#### **About Assystem**

Assystem is an international Engineering and Innovation Consultancy. As a key participant in the industry for 50 years, Assystem supports its customers in developing their products and managing their capital expenditure throughout the product life cycle. Assystem employs nearly 12,000 people worldwide and reports nearly €900 million in revenue. The Company is listed on NYSE Euronext Paris.

For more information: [www.assystem.com](http://www.assystem.com)

Follow Assystem on Twitter: [@Assystem](#)

#### **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).

*3DEXPERIENCE, CATIA, SOLIDWORKS, ENOVIA, DELMIA, SIMULIA, GEOVIA, EXALEAD, 3D VIA, 3DSWYM, BIOVIA, NETVIBES are trademarks or registered trademarks of Dassault Systèmes or its subsidiaries in the U.S. and/or other countries.*

#### **Assystem Press Contacts**

|                    |                      |  |                      |
|--------------------|----------------------|--|----------------------|
| Corporate / France | Bao Chau NGUYEN      | <a href="mailto:bcnguyen@assystem.com">bcnguyen@assystem.com</a>                 | +33 (0)1 55 65 03 38 |
| Germany            | Wolfgang LACHERMEIER | <a href="mailto:communication@de.assystem.com">communication@de.assystem.com</a> | +49(0)89 1896006917  |

#### **Dassault Systèmes Press Contacts**

|                    |                     |  |                      |
|--------------------|---------------------|--|----------------------|
| Corporate / France | Arnaud MALHERBE     | <a href="mailto:arnaud.malherbe@3ds.com">arnaud.malherbe@3ds.com</a>       | +33 (0)1 61 62 87 73 |
| NAM                | Suzanne MORAN       | <a href="mailto:suzanne.moran@3ds.com">suzanne.moran@3ds.com</a>           | +1 78 1810 3774      |
| EMEAR              | Julie BOUCKAERT     | <a href="mailto:julie.bouckaert@3ds.com">julie.bouckaert@3ds.com</a>       | +33 1 6162 5371      |
|                    | Carola VON WENDLAND | <a href="mailto:carola.vonwendland@3ds.com">carola.vonwendland@3ds.com</a> | +49 89 960 948 376   |
| China              | Grace MU            | <a href="mailto:grace.mu@3ds.com">grace.mu@3ds.com</a>                     | +86 10 6536 2288     |
| Korea              | MyoungJoo CHOI      | <a href="mailto:myoungjoo.choi@3ds.com">myoungjoo.choi@3ds.com</a>         | +82 10 8947 6493     |
| Japan              | Yukiko SATO         | <a href="mailto:yukiko.sato@3ds.com">yukiko.sato@3ds.com</a>               | +81 3 4321 3841      |
| India              | Seema SIDDIQUI      | <a href="mailto:seema.siddiqui@3ds.com">seema.siddiqui@3ds.com</a>         | +91 1244 577 100     |
| AP South           | Tricia SIM          | <a href="mailto:tricia.sim@3ds.com">tricia.sim@3ds.com</a>                 | +65 6511 7954        |