

## **Home and Kitchen Planning get a Makeover with Dassault Systèmes 3DVIA Home at KBB**

### ***Patented Automated Proposals Wizard Transforms the Planning Process, Improves Consumer Experience***

**United Kingdom – March 2, 2014** – [Dassault Systèmes](#) (Euronext Paris: #13065, DS4.PA), the **3DEXPERIENCE** Company, a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, demonstrates 3DVIA Home, a smart home space planning application, on stand H122 of Kitchens Bedrooms Bathrooms, at the NEC from 2-5 March 2014.

Aimed at kitchen and bathroom retailers and manufacturers, 3DVIA Home is an omni-channel 3D application for retailers and their customers to design together. The application enables kitchen designers and consumers to collaborate through the same on-line and in-store 3D user experience. The easy to use application requires no special training.

The solution is in use by 1.8 million consumers and home improvement retailers such as Cuisine plus, Fly, Ixina, Lapeyre and Castorama, a Kingfisher company and the number 1 home improvement retailer in France.

“3DVIA Home provides an exceptional consumer experience. It is extremely easy to use, enabling our customers to quickly design their dream kitchen, shortening our sales process,” stated Edwige Huin, Director of IT and Organization projects, Castorama.

3DVIA Home has a patented automated proposal wizard that applies design rules to generate fully functional kitchen configurations, ensuring compliance to industry standards; design and brand strategy requirements, and space constraints. Customers reach better decisions faster and with greater confidence while retailers increase productivity, throughput and upselling opportunities.

“The automated proposal wizard revolutionizes kitchen planning. The wizard proposes all possible design solutions allowing homeowners to quickly explore and select their optimum

design,” explained Vincent Picou, CEO 3DVIA, Dassault Systèmes. “The user friendly approach eliminates the tedious, time-consuming and error-prone box-to-box manual placement of cabinets and equipment and delivers an exceptional consumer experience.”

3DVIA Home enhances the consumer experience and facilitates retailer engagement early in the buying process when customers use the free design software and register to save projects. The technology helps attract and retain customers, increase satisfaction, and lower risk because both parties have a complete 3D visual and financial overview.

The most recent UK customer, DIY Kitchens, is using 3DVIA Home to improve its customers' on-line experience. “We found the holy grail of on-line kitchen space planning solutions with 3DVIA Home,” stated Matt Ellis, DIY Kitchens Sales Director.

The software has a social function that allows friends and family to interact around designs by sharing projects on Facebook and other social media. 3DVIA Home fully integrates with corporate ERP and CRM systems to enhance retailer and manufacturing efficiency and customer service.

Dassault Systèmes is Europe's second largest software company. Dassault Systèmes 3DEXPERIENCE Platform is used in more than 140 countries, by more than 190,000 innovative customers including; Boeing, Jaguar Land Rover, Bentley Motors, Gucci, Gap, Zaha Hadid and Frank Gehry Architects.

More information can be found at: [3DVIA](#)

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#### **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 [3DS.COM](#).

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