Dassault Systèmes’ “Manufacturing in the Age of Experience” Event to Explore the Digital Transformation of Industry

Keynote from Boston Consulting Group, Customer Case Stories from Airbus Helicopter, Doosan Infracore and Honda Motor Co., and Dozens of Breakout Sessions Highlight Manufacturing Speed and Agility for Creating Customized Experiences

SHANGHAI, China — November 3, 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 opening of the “Manufacturing in the Age of Experience” event, the third in its “Age of Experience” event series this year, taking place in Shanghai from November 3-4, 2016.

In today’s experience economy, consumers want products that are better, cheaper and more customized; they want experiences. Not only must the right experience be delivered to the right person for the right price – the process of how products are designed and delivered must also change. New technologies are scaling up personalized manufacturing strategies to a completely new level. Models, supply chains and production processes must become faster, more integrated and more agile to meet consumer demand efficiently.

“Manufacturing in the Age of Experience” unites 3DEXPERIENCE platform user communities, industry thought leaders and Dassault Systèmes executives to exchange ideas, applications and expertise on the digital transformation taking place in industrial manufacturing operations.

The event will kick off with a plenary session on virtualizing the industry value chain featuring presentations from three Dassault Systèmes brand leaders: Guillaume Vendroux, CEO, DELMIA, Rob Van Egmond, CEO, QUINTIQ, and Morgan Zimmermann, CEO, EXALEAD. Later, the event’s keynote, “How manufacturers must prepare for Industry 4.0,” will be delivered by Moundir Rachidi, Director of the Operations practice for France, Leader of the Innovation Center for Operations project, Boston Consulting Group.

In addition to customer case stories on manufacturing transformation and success from Airbus Helicopters, Doosan Infracore and Honda Motor Co., Ltd., and a round table on the “Made in China 2025” industrial initiative, attendees can participate in breakout sessions dedicated to 3DEXPERIENCE manufacturing, industry solution experiences for manufacturing, manufacturing operational intelligence, manufacturing transformation, additive manufacturing, and manufacturing innovation in the “Age of Experience.”

“Manufacturing in the Age of Experience” will also feature the “3DEXPERIENCE playground” where the HTC Vive Business Edition virtual reality system will enable a large-scale and flexible
use of virtual reality with the 3DEXPERIENCE platform in an enterprise environment. This includes design reviews, production training or showroo ming that can help accelerate the design cycle, reduce the number of mistakes or replace physical prototypes by virtual ones.

“The world of manufacturing has a new goal, across all markets: mass customization and quick delivery to an on-demand generation of consumers, meaning that the fragmented manufacturing of yesteryear will simply not do anymore,” said Monica Menghini, Executive Vice President, Chief Strategy Officer, Dassault Systèmes. “Complete synchronization and integration of operations, modularity and predictive analytics will allow manufacturers to provide consumers with a personalized experience with which they can feel an emotional connection. ‘Manufacturing in the Age of Experience’ offers a unique opportunity to explore how to achieve this with the 3DEXPERIENCE platform.”

For more information on Dassault Systèmes’ “Manufacturing in the Age of Experience” event held at the Kerry Hotel Pudong in Shanghai, visit: http://age-of-experience.3ds.com/manufacturing-age-of-experience/

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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 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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