

Dassault Systèmes' 3DEXPERIENCE FORUM North America to Address Doing Business in the Age of Experience; Impact of IoT, Additive Manufacturing and Big Data

Thought Leaders David Rose and Jeremiah Owyang to Keynote on Disrupting Industries by Creating Remarkable Experiences

WALTHAM, Massachusetts — October 20, 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 that its annual [3DEXPERIENCE FORUM North America](#) will address “Doing Business in the Age of Experience” with a focus on the impact of additive manufacturing, the power of connecting people to data, and the Internet of Things (IoT). [David Rose](#), author of “[Enchanted Objects](#)” and instructor at MIT Media Lab, and [Jeremiah Owyang](#), founder of [Crowd Companies](#), will deliver the keynotes, leveraging their expertise on product innovation, the collaborative economy, and the power to disrupt industries by creating remarkable experiences.

The **3DEXPERIENCE FORUM** will be held as two one-day events, in [Boston](#) on Monday, November 16 and in [San Francisco](#) on Thursday, November 19.

To demonstrate how brands are driving their businesses to create captivating experiences for customers, Dassault Systèmes has amassed leading thinkers, customers, and senior executives from a variety of industries, including aerospace and defense, transportation and mobility, energy, process and utilities, as well as life sciences. Attendees will hear keynotes from Dassault Systèmes' President and CEO Bernard Charlès on *Rethink Enterprise! We are in the Experience Economy* and Executive Vice President and Chief Strategy Officer Monica Menghini on *A Framework for Innovation*.

Customers, including aviation industry pioneer Solar Impulse, will also speak. Attendees will be able to interact with some of Dassault Systèmes' innovative solutions in the **3DEXPERIENCE Playground** featuring both partners and customers.

“In today’s connected society, a new business model in which consumers expect instantaneous answers, delightful experiences and simplicity, is a driving force behind innovation and industry disruption in North America,” said Scott Berkey, Managing Director, North America, Dassault Systèmes. “The **3DEXPERIENCE FORUM** is designed to be a collaborative venue where customers can share their own inspirations and experiences for driving innovation. We look forward to engaging with customers in this bi-coastal event in two major innovation hubs.”

For real-time updates on news and happenings at the event, please follow [@Dassault3DS](#) or search for [#3DXforum](#) on Twitter. For more information about the conference and the link to register, please visit the [3DEXPERIENCE FORUM site](#).

Supporting quotes:

- *David Rose, award-winning entrepreneur, author, and instructor at the MIT Media Lab*
“As business leaders, we have the unique opportunity to design an entirely new way of living, working and playing. Everyday objects have the potential to become what I call ‘enchanted objects,’ and with smart design and a focus on the customer, companies can be inspired to not just design and sell products but to create captivating experiences that surprise and delight customers.”
- *Jeremiah Owyang, founder of Crowd Companies*
“It’s imperative that large businesses embrace the collaborative economy as a way to disrupt business and bring to life new technologies that will allow them to produce on demand and in a personalized way, and this is what we are working towards for the future. I’m looking forward to speaking at the 3DEXPERIENCE FORUM, a place that brings business leaders together to share their ideas to design for a new future and enhance the customer 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 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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