

Dassault Systèmes Launches “Passenger Experience,” a New Industry Solution Experience for Aerospace Companies

Interactive, High-end 3D Visualization for Cabin Design and Personalization, Crew Training and Marketing

VELIZY-VILLACOUBLAY, France — June 11, 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 the launch of “[Passenger Experience](#),” a new aerospace and defense industry solution experience, featuring high-end 3D visualization technology for the profitable delivery of customized aircraft cabins.

Aircraft modernization and the retirement of thousands of aircraft over the next decade have led to a strong build cycle in the industry. This is spurring innovation in cabin personalization as an effective tool for business jet original equipment manufacturers, completion centers, suppliers and airlines to differentiate themselves and build customer loyalty.

Based on Dassault Systèmes’ 3DEXPERIENCE platform, “Passenger Experience” uses high-end 3D visualization technology and interactive content to transform engineering data into powerful, visual 3D design, marketing and sales applications that address all aspects of the cabin design experience—from initial customer interaction and design validation and verification, through to marketing campaigns.

“We are convinced that the Dassault Systèmes ‘Passenger Experience’ will help to better differentiate from competitors and more efficiently meet customers’ demands,” said Martin Rehmet, Product Manager, RECARO Aircraft Seating. “The results of our initial project with the sales configurator have exceeded our expectations.”

“Passenger Experience” automates cabin completion processes and personalizes cabin buying and marketing experiences with cost-effective and time-saving features:

- Essential intelligent ‘building blocks’ capture rules, regulations, and manufacturing knowledge to automate cabin interior design, development and delivery;
- Real-time cabin configuration and immersive cabin validation capabilities enable quick turnaround time on design configurations, reduce engineering changes and ensure that the final product meets expectations before a physical prototype is created;

- Different forms of training and visualization content, including web-based courseware, interactive game-based training and fully immersive 3D visualization, increase training efficiency and minimize time out of the field for cabin crews and aircraft on the ground;
- 3D data provide marketing teams with high-end cabin images and videos to promote cabin designs that can be quickly adapted for a wide range of marketing purposes, digital channels and devices, and eliminate costly photo shoots.

“Allowing aircraft customers to experience their choices as they make them, to appreciate the beauty, effect, practicality, feasibility, cost and benefit in real time as they make these choices, is a key goal for ‘Passenger Experience’,” said Michel Tellier, Vice President Aerospace & Defense Industry, Dassault Systèmes. “There is a competitive advantage in bringing maximum harmony between the interior while it is being specified and what will be delivered, and ultimately marketed, to the private or commercial passenger.”

For more information on Dassault Systèmes’ industry solution experiences for Aerospace & Defense: <http://www.3ds.com/industries/aerospace-defense>

“Passenger Experience” will be showcased at this year’s [International Paris Air Show](#) (June 15-21) at Dassault Systèmes’ booth, F183 (Hall 2B) and Chalet B 161 (by invitation only).

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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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