

## **Dassault Systèmes Launches “HT body”, a New Industry Solution Experience for High Tech Companies**

### ***From Imagination to Production in Record Time, Electronics Manufacturers Capture Consumer Demands to Deliver Best-Selling Products***

**VELIZY-VILLACOUBLAY, France — April 9, 2013** – [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced the launch of a new industry solution experience for high tech companies called “HT body.” Based on Dassault Systèmes’ 3DEXPERIENCE platform, “HT body” helps electronics manufacturers accelerate the design and the delivery of high-quality and differentiated electronic devices.

Focused on the enclosures and chassis that are the first and most obvious hallmark of electronic devices, “HT body” captures consumers' demands and enables differentiated product innovation to boost design creativity of electronics manufacturers and to keep them directly on target for a best-selling product. “HT body” also streamlines communication between all internal and external product development, engineering and manufacturing stakeholders – and gives them the social innovation and visualization applications needed to better connect with customers and understand what they want in a product. With “HT body,” companies can quickly respond to external events, such as the way the public feels about a certain model or design – and rapidly adapt their plans as needed.

Built on Dassault Systèmes’ 3DEXPERIENCE platform, “HT body” combines comprehensive best practices via a single, pre-integrated, proven design and engineering experience. This approach provides an experience where relationships between customer and company, industrial product design and product development, and even between product development and manufacturing, are more tightly integrated to speed innovation and information transfer during the entire product innovation experience.

“Fast moving and highly sensitive to consumer demand, the high tech device market is all about the first touch, the first sight, that first moment of emotional *experience*,” said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault Systèmes. “To be successful, companies need to ensure they’re capturing that demand and delivering the experience consumers want in a high tech consumer device. That’s what the 3DEXPERIENCE platform enables: fast innovation, fast production, and a product experience the consumer *loves*.”

To learn more about HT body and all of Dassault Systèmes’ high tech solutions, please visit: <http://www.3ds.com/solutions/high-tech/overview/>.

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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 150,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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