

# 3DEXPERIENCE FORUM

NOVEMBER 16, 2015 | REVERE HOTEL | BOSTON, MA

## ON SITE PROGRAM



## **WELCOME TO THE 3DEXPERIENCE FORUM – NORTH AMERICA**

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Dear Colleague,

Welcome to the 2015 **3DEXPERIENCE FORUM**. Thank you for making time to collaborate with us on meeting the challenges of today's business in which consumers expect instantaneous answers, delightful experiences and simplicity.

Today you will hear from two innovative thought leaders who will keynote on the topic of disrupting industries by creating remarkable experiences. **David Rose of the MIT Media Lab and author of "Enchanted Objects"** will talk about the future of connected devices while **Jeremiah Owyang, founder of Crowd Companies**, will discuss the opportunities and challenges of the collaborative economy. You will also hear from Dassault Systemes CEO Bernard Charles and Chief Strategy Officer Monica Menghini.

You will have the opportunity to learn from users and experts on how companies can benefit from **the experience economy** as well as harness the power of **additive manufacturing, connecting people and data**, and **the Internet of Things**.

Following the Plenary Session please plan to attend an Industry Theater presentation and explore the interactive **3DEXPERIENCE Playgroud**. Here you will hear from some of our customers including aviation pioneer **Solar Impulse**. In addition, the **Interactive 3D Experiences and Brand Solution Demonstrations** will help you discover – first hand – the full potential of the Dassault Systèmes' **3DEXPERIENCE** platform.

I personally would like to encourage you to maximize this unique opportunity to connect with other industry thought leaders as well as Dassault Systèmes' customers, partners and employees. And I hope to meet with all of you at some point throughout the day.

Again, thank you for joining us in the conversation on these topics that affect all businesses in North America. We hope that by attending you will learn how the power of connecting people, ideas, solutions and data create a new framework that can help you innovate and realize the future of the experience economy.

Sincerely,



**Scott Berkey**  
North America Managing Director and CEO, SIMULIA  
Dassault Systèmes

## AGENDA: MONDAY, NOVEMBER 16

### AGENDA OVERVIEW

1:00 PM	<b>Registration and Reception</b>	Theater 1 Foyer
1:30 PM	<b>Plenary Session</b>	Theater 1
4:15 PM	<b>3DEXPERIENCE Playground:</b> – Industry Theater Presentations featuring 3DS Customers – Interactive 3D Experiences and Brand Solution Demonstrations – Networking Reception	Space 57
6:30 PM	<b>Adjourn</b>	

### PLENARY SESSION

1:30 PM	<b>Welcome</b>	<b>Scott Berkey</b> <i>North America Managing Director and CEO, SIMULIA Dassault Systèmes</i>
1:45 PM	<b>A Framework for Innovation</b>	<b>Monica Menghini</b> <i>Executive Vice President, Chief Strategy Officer Dassault Systèmes</i>
2:00 PM	<b>Industrial Equipment Industry Demonstration</b>	<b>Philippe Bartissol</b> <i>Vice President, Industrial Equipment Dassault Systèmes</i>
2:10 PM	<b>Surface and Why Design Details Matter</b>	<b>Matt Chapman</b> <i>Product Marketing, Microsoft Surface Microsoft</i>
2:20 PM	<b>Internet of Things</b>	<b>David Rose</b> <i>Instructor &amp; Researcher at MIT Media Lab Author, Enchanted Objects</i>
2:50 PM	<b>The Future of Business Models: The Crowd</b>	<b>Jeremiah Owyang</b> <i>Chief Catalyst and Founder of Crowd Companies</i>
3:20 PM	<b>Disruptive Technologies Panel Discussion</b>	<b>Shawn Ehrstein</b> <i>Director, CAD/CAM Lab; NIAR</i> <b>Yves-Marie Pondaven</b> <i>CTO, Parkeon</i> <b>Clay Thompson</b> <i>Principal Scientist, Pfizer</i>
3:50 PM	<b>Rethink Enterprise! We are in the Experience Economy</b>	<b>Bernard Charles</b> <i>President and CEO Dassault Systèmes</i>
4:10 PM	<b>Closing</b>	<b>Scott Berkey</b> <i>North America Managing Director and CEO, SIMULIA Dassault Systèmes</i>

### JOIN THE CONVERSATION

- > Event hashtag:  
**#3DXforum**
- > 3DS Twitter handle:  
**@Dassault3DS**
- > 3DS North America  
Twitter handle:  
**@3DSNorthAmerica**

### STAY CONNECTED

- To login to the complimentary Wi-Fi:
- Connect to the "Revere\_Guest"  
network and then open your browser
  - When prompted, enter the passcode,  
**3DXF2015**
  - Once you click "Connect," you should  
be online

### EVENT APP

To access agenda details from your wireless device, the 3DS EVENTS app is available for iPad, iPhone and Android smartphones through the Apple store and Google play. To download it, search for "3DS EVENTS" and then select 3DEXPERIENCE FORUM North America Boston, MA.

## 3DEXPERIENCE PLAYGROUND



Please refer to pages six and seven for the schedule of Industry Theater presentations as well as descriptions of our Interactive 3D Experiences and Brand Solution Demonstrations.

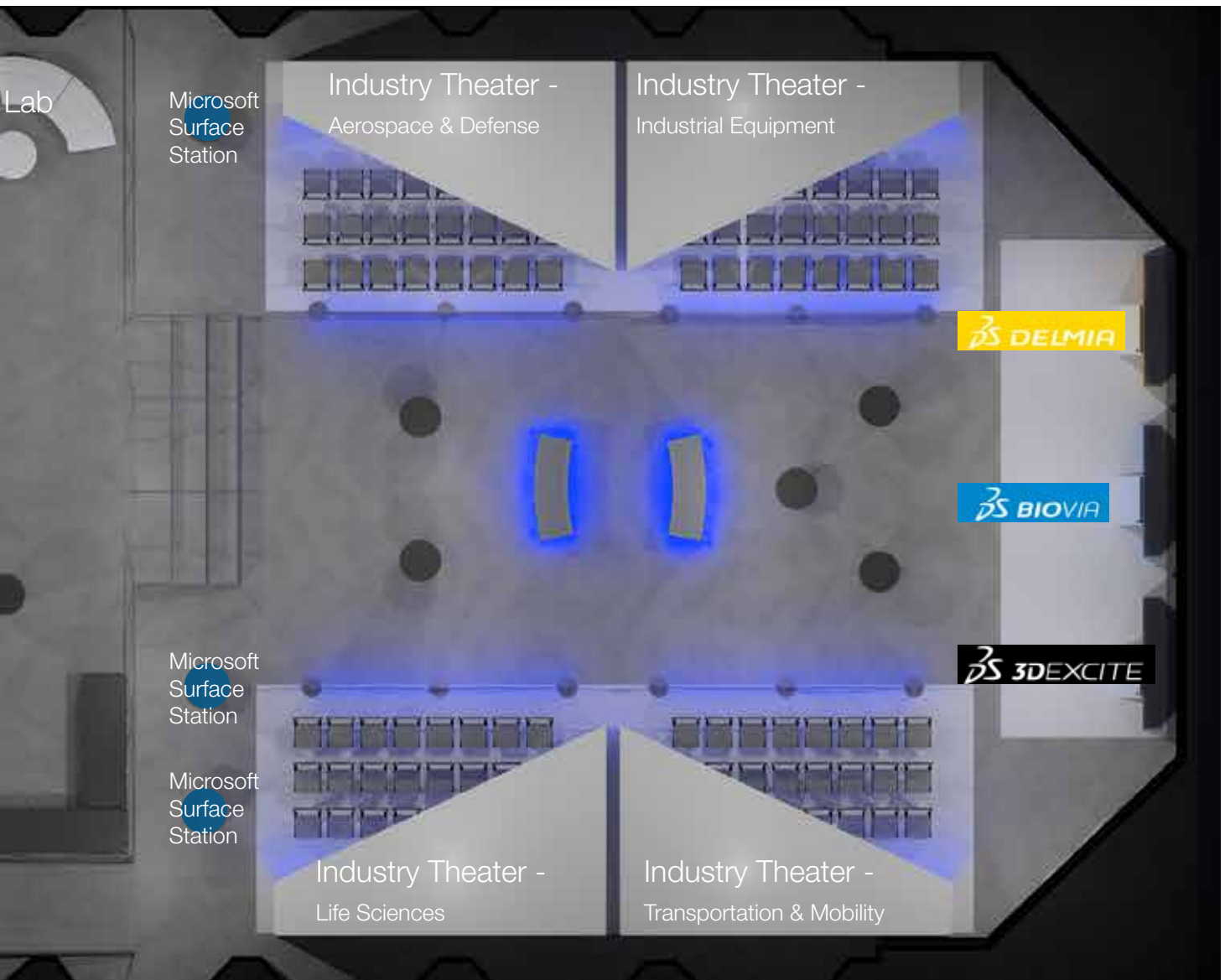
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## 3DEXPERIENCE PLAYGROUND

### INDUSTRY THEATER PRESENTATIONS

#### Aerospace & Defense

4:30 PM – 4:45 PM 5:30 PM – 5:45 PM	<b>Mission Success with 3DEXPERIENCE</b>	<b>Jeff Smith</b> <i>Ideas Lab Director, Aerospace &amp; Defense Dassault Systèmes</i>
4:45 PM – 5:00 PM 5:45 PM – 6:00 PM	<b>Building the Impossible Airplane, Challenges and Highlights</b>	<b>Robert Fraefel</b> <i>Head of Airplane Development Solar Impulse</i>
5:00 PM – 5:10 PM 6:00 PM – 6:10 PM	<b>End-to-end Product Lifecycle Management Transformation in Aerospace &amp; Defense</b>	<b>Fredric Trudelle</b> <i>Senior Manager Accenture</i>

#### Industrial Equipment

4:30 PM – 4:45 PM 5:30 PM – 5:45 PM	<b>What Do Industrial Companies Really Dream Of?</b>	<b>Philippe Bartissol</b> <i>Vice President, Industrial Equipment Dassault Systèmes</i>
4:45 PM – 5:00 PM 5:45 PM – 6:00 PM	<b>Are You Ready for the Digital Industrial Revolution?</b>	<b>Greg Brock</b> <i>Manager, Configuration Management Systems GE – Power &amp; Water, Power Generation</i>
5:00 PM – 5:10 PM 6:00 PM – 6:10 PM	<b>Applying Information Intelligence in the Industrial Sector</b>	<b>Roger Beharry Lall</b> <i>Director Market Strategy and Research Adlib Software</i>

#### Life Sciences

4:30 PM – 4:45 PM 5:30 PM – 5:45 PM	<b>Innovation Path to Patients – Life Sciences Industry Challenges, Trends &amp; Strategies</b>	<b>Jean Colombel</b> <i>Vice President, Life Sciences Dassault Systèmes</i>
4:45 PM – 5:00 PM 5:45 PM – 6:00 PM	<b>Building an Innovation Platform to Deliver Transformational Medicine &amp; Vaccines</b>	<b>Chris Waller</b> <i>Executive Director of Scientific Modeling Platforms Merck</i>

#### Transportation & Mobility

4:30 PM – 4:45 PM 5:30 PM – 5:45 PM	<b>Driving Vehicle Innovation Towards the Mobility of the Future</b>	<b>Olivier Sappin</b> <i>Vice President, Transportation &amp; Mobility Dassault Systèmes</i>
4:45 PM – 5:00 PM 5:45 PM – 6:00 PM	<b>3D-Model Based Enterprise: a SASIG Initiative</b>	<b>Ram Pentakota</b> <i>Global Director, CAD Johnson Controls, Inc.</i>
5:00 PM – 5:10 PM 6:00 PM – 6:10 PM	<b>Managing Automotive Industry Challenges through 3DEXPERIENCE</b>	<b>Joey Sabelli</b> <i>Business Consultant Processia Solutions</i>

Please note that full presentation abstracts are available in the program guide insert or on the event app.



## INTERACTIVE 3D EXPERIENCES

### **3DEXPERIENCity**

Dassault Systèmes extends its 3DEXPERIENCE Strategy to the urban development domain and to territory management at the scale of the planet. All urban actors can collaborate, model, simulate and anticipate the city of the future, thusly harmonizing its development. The 3D city model allows consistent and accurate merging of multiple sources of data (from open-data to proprietary information) and provides an independent reference for the city and all the players involved in it. Experience the 3DEXPERIENCity platform by navigating a touch screen to discover the first steps of the Virtual Rennes project.

### **FashionLab Pop-up Store**

FashionLab is Dassault Systèmes' technology incubator dedicated to the fashion and luxury world. FashionLab serves as the Ideas Lab of the Consumer Goods and Retail Industry. It's at the crossroads of the fashion world and the virtual world of 3D, marrying the engineering creativity of Dassault Systèmes with the artistic inventiveness and industry know-how of designers. It aims to give rise to future industry solution experiences.

Experience the FashionLab Footwear Pop-up Store through three technology showcases:

- A 3D Immersive experience, for designers, using a virtual reality station
- An Augmented Reality Experience, for consumers and designers, playing with virtual and real products
- A 3D Visual Assortment Experience, for Retailers, extending physical goods presentation with virtual ones

### **The Living Heart**

The Living Heart Experience for zSpace provides viewers with the opportunity to explore and interact with the Living Heart Human Model in 3D. Coupled with a virtual-holographic platform, this Experience provides a glimpse into the future of medicine where cardiovascular experts can explore treatment options, educate their patients, or study the efficacy of new medical devices and predict reliability under real-world conditions.

Experience the Living Heart via 3D interactive features including:

- Haptic feedback from the stylus let you feel the heart beating.
- Seemingly suspended in mid-air, turn the virtual-holographic heart in any direction, zoom into it, slice through it, pull segments of it aside, and explore its structural and electrical secrets as never before possible.

### **Solar Impulse**

Pioneering spirit, innovation and clean technologies to harmonize product, nature and life Swiss explorers Bertrand Piccard and André Borschberg are the founders, pilots and driving force behind Solar Impulse, the first airplane of perpetual endurance, able to fly day and night without a drop of fuel. By attempting the first Round the World Solar Flight, they want to demonstrate that clean technologies and renewable energies can achieve the impossible. For the Solar Impulse team, pioneering spirit and innovation can change the world.

Experience the Solar Impulse adventure via 3D interactive features including: Interactive LOGBOOK, Interactive COCKPIT, and Global Check Point Selection

## BRAND SOLUTION DEMONSTRATIONS

### **BIOVIA**

BIOVIA solutions create an unmatched scientific management environment that can help science-driven companies create and connect biological, chemical, and material innovations to improve the way we live. In this demonstration, you can experience the End to End Lifecycle for Scientific Innovation.

### **3DEXCITE**

3DEXCITE software, solutions, and CGI services provide high-end 3D visualizations in real-time for high-impact storytelling across all media channels. Leveraging your source data, 3DEXCITE opens up creative freedom to deliver emotional assets for digital, interactive marketing and sales experiences. From consulting to workflow to final visualization assets, 3DEXCITE transforms engineering data into powerful visual experiences which we call engineered excitement.

### **DELMIA**

Efficiently Plan, Manage and Optimize Your Global Industrial Operations  
Powered by the 3DEXPERIENCE Platform, DELMIA helps global businesses re-imagine their planning, management and optimization of industrial operations. An integral part of the Dassault Systèmes 3DEXPERIENCE platform is the connection between the virtual and real worlds. DELMIA Manufacturing Operations Management solutions help manufacturers transform global production operations to achieve and sustain operational excellence. This is achieved by improving visibility into, control over and synchronization across manufacturing operations and supply chain processes on a global basis.

