



HIGH-TECH HT BODY

Social Ideation & Creative Design



Discover how a High-Tech team developed a digital camera experience, collaborating across different roles, from Creative Designer to Visual Experience Designer and Physical Prototyper.

The *Cassiopeia* digital camera is a virtual project produced with all disciplines in the creation process of a High-Tech company and its ecosystem.

1 INSPIRATION Collaborative Innovation

How can teams innovate and collaborate to create “best-selling” products which combine the alchemy of creativity, sophistication and delight?



2 IDEATION Creative Designer

What if all industrial designers and stylists could have powerful, instinctive tools to allow them to focus on innovation?



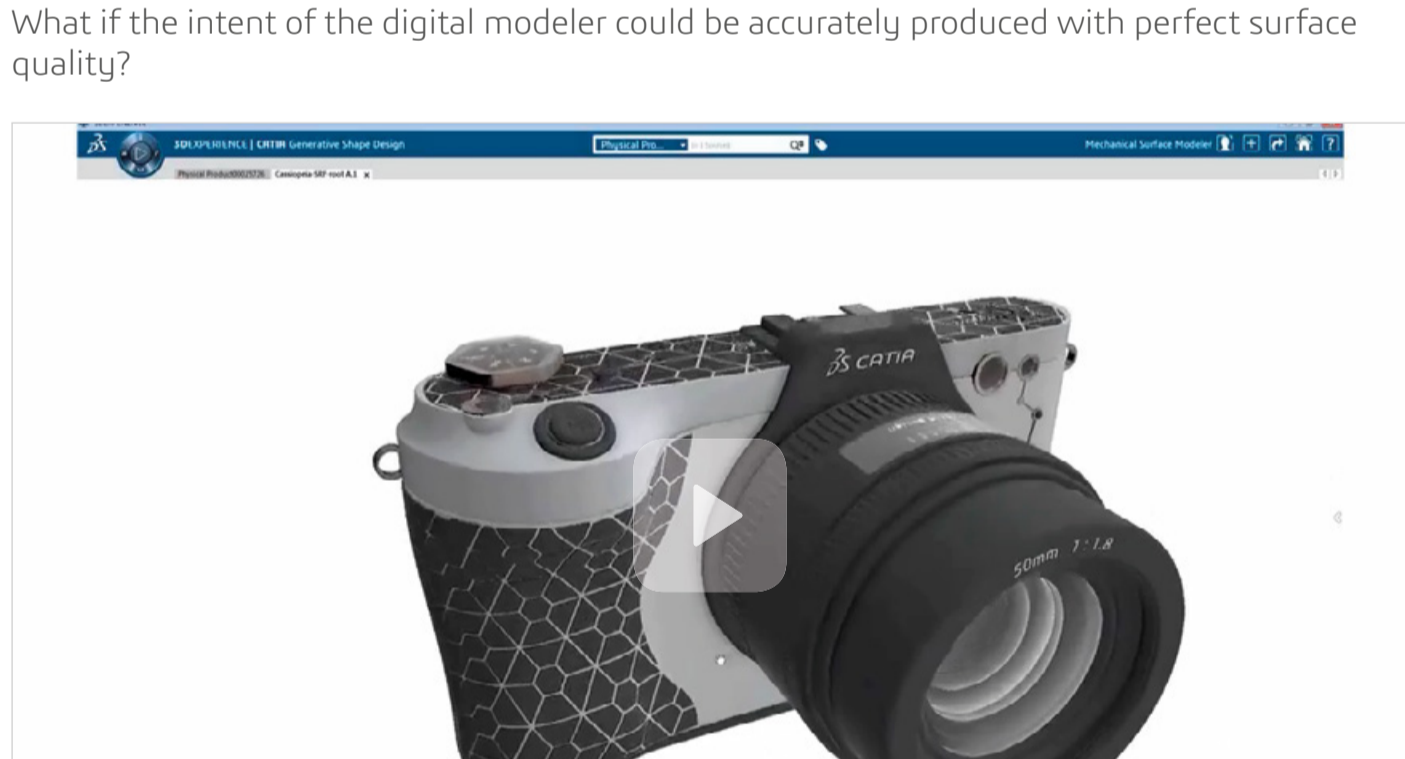
3 CONCEPT DESIGN Product Industrial Designer

What if digital modelers could easily convert any idea into a realistic customer experience ?



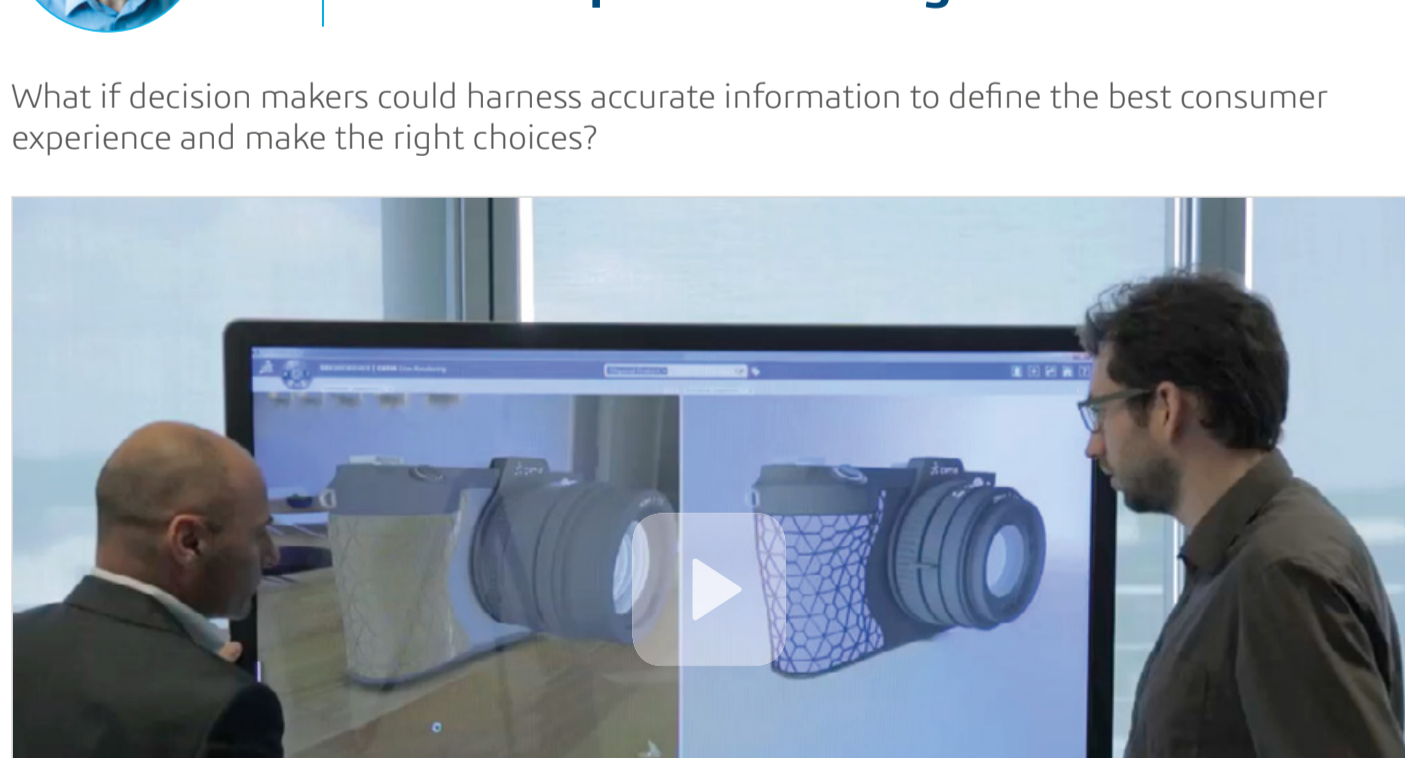
4 DETAIL DESIGN Freeform Surface Modeler

What if the intent of the digital modeler could be accurately produced with perfect surface quality?



5 DESIGN VALIDATION Visual Experience Designer

What if decision makers could harness accurate information to define the best consumer experience and make the right choices?



Physical Prototyper Clay Modeler

What if 3D printing could improve decision making at all stages of the creative design workflow?



Discover the full video-demonstration of “Social Ideation and Creative Design”

Our **3DEXPERIENCE®** platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

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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