

## **Dassault Systèmes' 3DEXPERIENCE Platform Helps Ford Create its “Mustang over Manhattan” Immersive Virtual Reality Experience**

### ***Visitors to the FordHub in New York City Can Virtually Assemble the Ford Mustang on the Roof of the Empire State Building***

VELIZY-VILLACOUBLAY, France — April 4, 2017 — [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 [Ford Motor Company](#) used Dassault Systèmes' [3DEXCITE](#) applications powered by the [3DEXPERIENCE platform](#) to create a high-adrenaline virtual reality experience that transports individuals to the top of the Empire State Building where they can build a Ford Mustang sports car.

“Mustang over Manhattan,” housed in the [FordHub](#) Experience Center in the World Trade Center in New York City, is an installation open to the general public that lets them learn, have fun, and experience the iconic moment in 1964 when Ford put a physical Mustang on the top of the Empire State Building. With the help of Dassault Systèmes' applications, this delivers a fully immersive virtual reality experience with an incredible level of detail, interactivity, and realism. The experience features a virtual Mustang in high-end 3D and in real time, scalable up to 1:1 size and 4K resolution.

The experience begins with donning the HTC Vive head mounted display (HMD). FordHub visitors are immediately enveloped in the hyper-realistic digital scene that recaps the moment when Ford put the physical Mustang on the top of the Empire State Building. Next, they begin the ascent to the top where they are guided to reassemble a Mustang that has been dissected into three parts, as Ford did in 1964 in order to physically place the Mustang on the building. Visitors then have a 360 degree view of Manhattan — one that includes a fully assembled, bright yellow Mustang. Users can also “walk out” on a narrow plank that juts over the edge of the building.

“With Dassault Systèmes' 3DEXPERIENCE, Ford is able to offer a premium digital experience that creates excitement and emotion around the legendary Mustang,” said Olivier Sappin, Vice President, Transportation & Mobility Industry, Dassault Systèmes. “We are excited to be part of this innovative effort to give visitors to FordHub a virtual experience they won't forget. Our applications help auto manufacturers leverage animated content, gamification and virtual reality to spark consumers' imaginations and create a strong emotional connection with a brand. Putting a Mustang on top of New York City has never been so easy.”

For more information on Dassault Systèmes' industry solution experiences for the transportation & mobility industry, please visit [www.3ds.com/industries/transportation-mobility/](http://www.3ds.com/industries/transportation-mobility/).

## 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 220,000 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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