

## **Dassault Systèmes' Customers Pioneer Industry Changes with Products and Services That Deliver New 3D Experiences**

### ***3DEXPERIENCE Customer FORUM Welcomes Lynn Tilton, Patriarch Partners' CEO, and Enrique Legaspi, Chief of Staff of will.i.am's i.am.angel Foundation***

**3DEXPERIENCE Customer FORUM, Las Vegas, Nev. — November 12, 2013 — [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 kicked off its annual customer conference, the 3DEXPERIENCE Customer FORUM, at the Aria Resort and Casino in Las Vegas with a diverse set of customers that make everything from bottles to buildings. The event will showcase the transformation that North American industries are going through driven by the use of the 3DEXPERIENCE platform.

Keynote speakers will address a variety of pressing business issues from how to re-energize the manufacturing economy for job creation to how to educate younger generations to prepare for Science, Technology and Manufacturing (STEM) careers.

Noted investor and industrialist Lynn Tilton, founder and CEO of [Patriarch Partners](#), a holding company managing 75 companies across 14 industry sectors with revenues in excess of \$8 billion, will keynote the first day of the event this morning. Artist will.i.am will address the crowd by Skype tomorrow morning, joining Enrique Legaspi, the chief of staff for his [i.am.angel foundation](#) to discuss how the group helps [TRANS4M underserved communities](#).

Dassault Systèmes' continuing leadership in the market is demonstrated by the growth in the number of customers both attending and presenting at the 3DEXPERIENCE Customer Forum. The company has more than doubled the number of customer-led presentations over last year's event—in fact, approximately half of the industry sessions will be customer-driven, a 72 percent increase over 2012. These presentations—along with the executive keynotes—will show how Dassault Systèmes' 3DEXPERIENCE platform is helping its customers deliver the future, now.

In addition to the keynote speakers, customers speaking at the show include:

- [SHoP](#), the architects behind [Brooklyn's Barclays Center](#), a highly distinctive arena designed entirely using the 3DEXPERIENCE platform from Dassault Systèmes. The arena, home of the NBA's Brooklyn Nets and the NHL's New York Islanders, is the lynchpin for redevelopment of the urban neighborhood, and last year set records as the [nation's highest-grossing arena](#), hosting many concerts in addition to sporting events. ShoP is pioneering collaboration in the AEC industry through its use of Dassault Systèmes' cloud-based applications, which will be widely available in early 2014.
- [MWV](#), the global leader in beverage packaging, from dairy, to beer and wine to carbonated and non-carbonated soft drink packaging and systems. They will discuss

their use of the 3DEXPERIENCE Platform with [Single Source for Speed](#) and [Perfect Package](#) Industry Solution Experiences to bring the products consumers want most to market sooner.

- [Pratt & Whitney Canada](#), the world leader in design, manufacture and support of turbine engines, will provide an overview of the company's vision for how Dassault Systèmes' [3DEXPERIENCE platform](#) will allow them to exploit their strong history and experience to quickly and easily deliver personalized products and services to their customers.

There will also be keynote addresses from Dassault Systèmes executives including Bernard Charlès, President and CEO; Bruno Latchague, Managing Director, North America; and Monica Menghini, Executive Vice President, industry & marketing.

Beyond these informative keynote addresses, each day will feature specific breakout sessions by product and industry as well as demonstrations of the power of the 3DEXperience.

"The caliber of our speakers is truly staggering and illustrative of the transformative power of the 3DEXPERIENCE platform and we are particularly proud of the number of industry sessions being led by our customers," said Bruno Latchague, Managing Director, North America, Dassault Systèmes. "We have a strong presence in the United States today with more than 70,000 customers and our goal is to expand our footprint across many more industries," added Latchague.

Event sponsors include Platinum Sponsor Microsoft, Global Sponsors IBM and Kalypso and Gold Sponsors Deloitte Consulting LLP, Coastal Logic and Tech Mahindra, to name a few. For a complete list, please visit: <http://www.3ds.com/events/3dexperience-customer-forums/north-america/sponsors/>.

For real-time updates on news and happenings at the event, please follow [@Dassault3DS](#) or search for [#3DXforum](#) on Twitter. For more information about the conference, please visit: <http://www.3ds.com/events/3dexperience-customer-forums/north-america/>.

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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 170,000 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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