

## **Dassault Systèmes Launches the “My Retail Theatre” Industry Solution Experience for Consumer Goods and Retail**

### ***Interactive, Photo-Realistic 3D Visualization Capabilities to Engage Consumers in a Personalized Product and Purchase Experience***

**VELIZY-VILLACOUBLAY, France — November 25, 2015 — [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 the launch of “My Retail Theatre,” its new industry solution experience for consumer goods and retail. Based on the 3DEXPERIENCE platform, “My Retail Theatre” provides consumer goods companies with interactive, high-end 3D visualization capabilities that let shoppers configure personalized products offline or online. Retailers can display their full product assortment regardless of physical store size, increasing consumer choice while reducing the need for large inventories.

In the fast-paced fashion industry, consumers expect new products and shopping experiences. Retailers must create and nurture personal relationships with consumers to inspire brand loyalty. While worldwide e-commerce sales are steadily increasing, physical retail stores still play an important role in connecting with shoppers, forcing retailers to juggle the challenges of maintaining a competitive edge with managing inventory and providing on-trend products and quality store displays.

Dassault Systèmes’ “My Retail Theatre” industry solution experience leverages product development data for consumer-facing usage, transforming it into a visual experience that benefits both retailers and their consumers. Its digital continuity lets retailers create sales and marketing assets from the same 3D master model that was created during the product design phase, for consistent and seamless messaging across all selling points.

With the 3DEXPERIENCE platform’s 3D photo-realistic capabilities, consumers can select, configure and personalize products in a store or on the web using a range of interactive display devices such as tablets, smartphones and touch screen-based systems. Athletic footwear, jewelry, watches, leather goods and other consumer goods can be interactively explored by consumers and customized with unique colors, materials and textures. Product components are displayed based on available inventory and deliveries can be quoted based on realistic lead times. Once fully configured, consumers can proceed to checkout and share their product on social media.

By replacing physical stock with 3D digital photo-realistic images, retailers can also offer consumers an extended product assortment without increasing inventory or compromising on the quality of store displays. In addition, retailers can gain insight into consumers’ tastes and trends and maximize their online engagement.

“And frankly, this is what it’s all about,” said Chris Hilliyer, Senior Innovation Manager, Deckers Brands. “It’s about communicating and providing your customers with choice, endless choice without the hassle of inventory management. 3D tools are completely changing the way brands interact with their consumers. That’s a revolution for the industry.”

“Dassault Systèmes’ ‘My Retail Theatre’ industry solution experience offers the ultimate personalized purchase experience across all channels—from digital ‘look books’ and catalogues to e-commerce shops or interactive in-store concepts—that incites consumers to go past the browsing stage,” said Susan Olivier, Vice President, Consumer Goods and Retail Industry, Dassault Systèmes. “Technology, specifically 3D design data from concept to consumer, is inspiring new ways of shopping that transcend the traditional brick-and-mortar store. Our portfolio of industry solution experiences delivers the necessary digital continuity for product innovation and the consumer environment.”

For more information on Dassault Systèmes’ industry solution experiences for Consumer Goods & Retail, visit: <http://www.3ds.com/industries/consumer-goods-retail/>

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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 190,000 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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