

## **DS Brand to Launch its New DS 3 by Using Dassault Systèmes' "Virtual Garage" Industry Solution Experience at Geneva Motor Show**

### ***Virtual Emotions for New Car Model Discovery***

**VELIZY-VILLACOUBLAY, France — February 25, 2016** — [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 DS, the premium brand of the automotive group [PSA](#), used the "[Virtual Garage](#)" industry solution experience to create an immersive, virtual reality booth experience at the [86<sup>th</sup> Geneva International Motor Show](#) from March 3-13, 2016.

The DS brand is presenting the new model of its product range of premium automobiles, the new DS 3, in a dynamic and compelling way that virtually enhances the size of its booth, without using a physical car. Wearing an HTC Vive headset and controlling a joystick, visitors can virtually view, explore and interact with the new DS 3 as if it were real—walk around the car and sit inside it, change roof and body colors, trims and interior decor, and view animations of opening and closing front doors.

Based on the 3DEXPERIENCE platform, Dassault Systèmes' "Virtual Garage" industry solution experience delivers 3D automotive sales and marketing materials, applications and event experiences that communicate emotional brand or product themes to their target audiences. Companies can leverage existing vehicle CAD data to accelerate event concept creation while adhering to product specifications, as well as 2D/3D projection mapping, augmented reality, gamification, interactive concepts and motion control technology.

This technology is relevant for the new DS 3, a model which offers more than three million possible combinations to customers. The DS brand used it to create the "DS Virtual Vision" experience, a concrete solution to give customers an overview of possible customizations. The Geneva International Motor Show marks the world premiere of this unique and immersive 3D experience.

"With the 'Virtual Garage' industry solution experience, companies have unlimited creative freedom to simultaneously support the launch of new vehicles cost-effectively and embrace individual customer preferences," said Olivier Sappin, Vice President, Transportation & Mobility Industry, Dassault Systèmes. "High-impact and scalable experiences encourage immediate emotional customer buy-in at dealerships, trade fairs and special events. Dassault Systèmes enables marketing and sales teams to address the full scope of event staging creation and grab the attention of their customers as well as the entire industry."

For more information on Dassault Systèmes' industry solution experiences for the transportation & mobility industry, please visit <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 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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