Dassault Systèmes' 3DVIA Brand Awards First Place to Boston University Center for Digital Imaging Arts

Plans to Open Game Development Competition Program to Additional Universities

CONCORD, Mass., March 1, 2011 – Dassault Systèmes (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, today announced the winner of 3DVIA's 2011 Web-based, student game development contest, "The Z," and began recruiting universities for next year's program. Matthew McCarthy, Andrew Collins and Matthew Thompson of Boston University Center for Digital Imaging Arts' (CDIA) Team ZPZ won for their third-person shooter, Zombie Park Zoo. Team ZPZ will receive $2,000USD and promotion at the 2011 Game Developer's Conference.

The Z is a cutting-edge game development curriculum in the form of a contest. Students compete to build and publish the best one-level 3D browser game on the new 3DVIA Studio engine for cash, prizes and promotion. This structure gives students the technical skills typical of a class setting, while teaching best practices for building an audience through marketing and promotion.

"The Z competition was one of the best things I've done in my 3D career," said Matthew McCarthy, team lead, Team ZPZ. "From beginning design work to final promotion, The Z taught every aspect of building and publishing successful casual games. I'm thrilled with what we accomplished in three and a half months and would recommend The Z to any student looking to break into the video game industry."

"Congratulations to Matthew and the rest of Team ZPZ," said Emmy Jonassen, game development marketing manager, 3DVIA, Dassault Systèmes. "We were thrilled with students' response to The Z pilot program and would like to thank everyone who participated. By leveraging the new 3DVIA Studio engine, The Z allowed faculty to teach game design, not code, enhancing CDIA's 3D animation curriculum while providing real-world experience for students. We are looking forward to continuing to help CDIA, as well as nine other schools, accomplish this next year with the 2012 Z contest."

3DVIA will be recruiting 10 U.S. academic institution participants for the 2012 Z contest. Each participating institution will receive free game development software, hosting, curriculum materials and support, making The Z the most affordable curriculum imaginable.

To learn more about The Z, visit the contest's web site at www.3dvia.com/thez or download the CDIA case study here. Educators attending the 2011 Game Developer's Conference in San Francisco who are interested in becoming Z participants can learn more by attending a special Z cocktail reception on Mar. 3 at 5 p.m. in 3DVIA's booth (#1818).

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About Boston University Center for Digital Imaging Arts:
The Center for Digital Imaging Arts at Boston University offers intensive, hands-on training in Digital Filmmaking, Photography, 3D Animation, Graphic & Web Design, Audio Production and Web Development. Full- and part-time certificate programs are available at state-of-the-art campuses in Waltham, MA and Washington, DC. Financial assistance and career services are available. For more information please call 800-808-CDIA or visit http://www.CDIABU.com

About 3DVIA:
3DVIA is Dassault Systèmes' brand for online 3D lifelike experiences. It establishes 3D as a universal media for consumer and professional communities, and allows anyone to imagine, play and experience products and services used in our daily lives. Once perfected in the virtual world, these can be delivered in the physical world. The Virtools product line is part of 3DVIA. For more information about 3DVIA, go to: http://www.3dvia.com.

About Dassault Systèmes
As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 115,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes applications provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - SolidWorks for 3D mechanical design - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, and 3DVIA for online 3D lifelike experiences. For more information, visit http://www.3ds.com.

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