3DS.COM © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

3DEXPERIENCE

제품개발 패러다임의 변화
- Digital Product Experience in CATIA V6 -

조성준 상무
다쏘시스템
CATIA Brand

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

“SMART” : The Next Generation Products

Smart Appliances

Smart Cars

Smart Trains

Smart Clothes

Smart Shopping

Smart Phones

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

“Renaissance” of Product Creation

Product Experience

Product Creation

ART

SCIENCE

TECHNOLOGY

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

Essence of Engineering across Industries

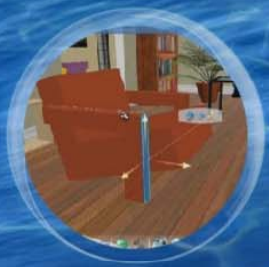
ATTRACTIVE
SMART
INTUITIVE

DS CATIA
DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

Our Legacy

3DEXPERIENCE

3D-Design



3D-DMU
Digital Mock-Up

3D-PLM
Product Lifecycle Management

CATIA: The digital product experience

- From Digital Mockup to Digital Product Experience

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

The Future of Vehicle Engineering

The Digital Car Experience

Martin Wöhrle
BMW, EI-3

DASSAULT SYSTEMES

Premium German Automaker Implements Dassault Systèmes' V6 PLM Solutions as New Platform for Embedded Systems Architecture, Integration and Design

VÉLIZY-VILLACOUBLAY, France - February 10, 2011 - Dassault Systèmes (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, announced today that BMW has selected its V6 PLM solutions to develop the future electrical, electronics, and embedded software (E/E) architecture of BMW cars.

BMW chose Dassault Systèmes' V6 solution for thousands of engineers because of its flexible PLM backbone, and the large degree of out-of-the-box, specialized functionality for systems engineering.

With the Architecture, Integration and Design for Automotive Project (AIDA), BMW will implement a seamless collaborative process to connect the various constituents and actors of the E/E process, putting BMW's customers' values at the center of the innovation process. By leveraging Dassault Systèmes' V6 to create a single IP reference, BMW will link customer requirements to implementable functions in the car, while defining the logical architecture of the systems and releasing the physical expression in form of hardware and software.

BMW will leverage the V6 solution to manage the future complexity of embedded systems in the car by providing a master architecture for all car derivations and enabling a constant modernization of car functions. The re-use of functions and the separation of hardware and software components in the development process will help BMW gain significant cost savings in the E/E domain.

The V6 PLM systems design solution will be connected to the current BMW enterprise environment, demonstrating the openness of the V6 platform. This successful deployment, already in operation today, is the first step in a 10-year partnership that BMW and Dassault Systèmes have signed to build the best infrastructure and applications for the E/E domain.

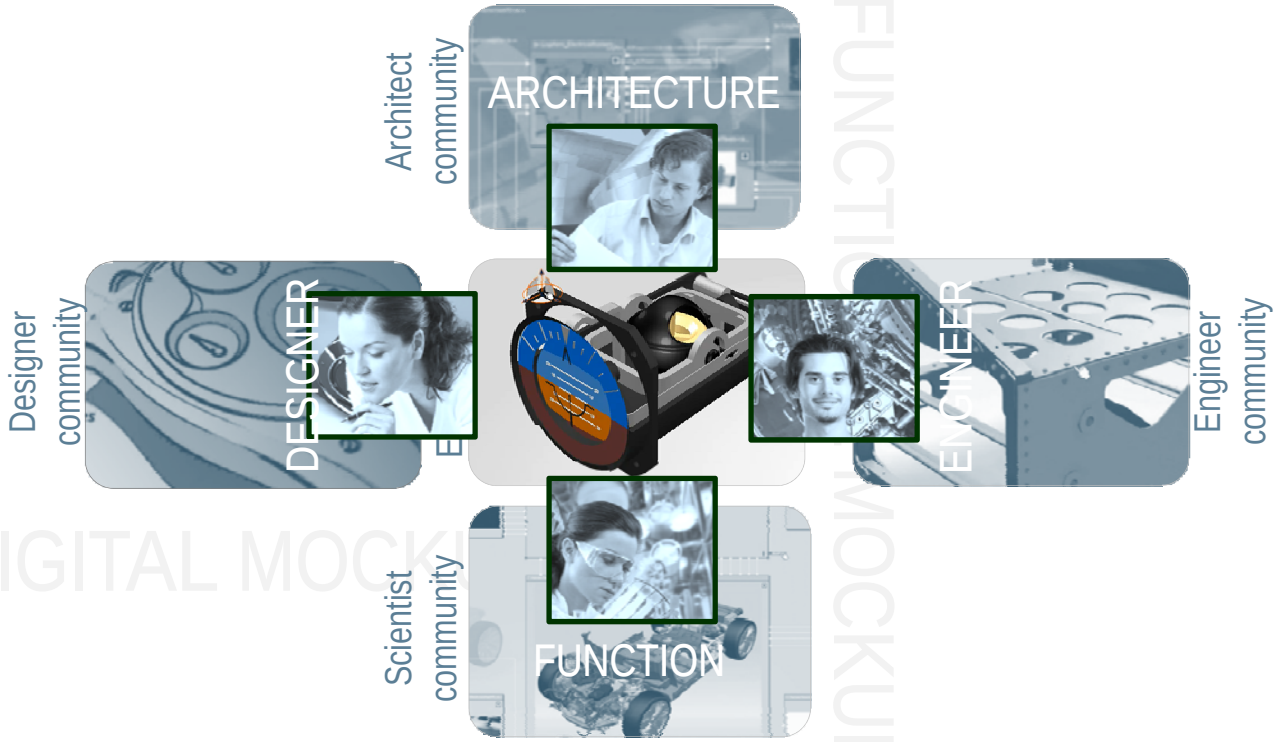
"The car of the future cannot be built with the processes and tools from the past" comments Dominique Florack, Senior Executive Vice President, Products – R&D at Dassault Systèmes. "The V6 platform is the Dassault Systèmes strategic solution to create and simulate digitally the most complex embedded systems. I am delighted to see that BMW has endorsed our vision and was able to deploy V6 in production, on time, less than eight months after its decision."

Design | Mechanics | Electronics | Software

DS CATIA

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Digital Product Experience Community of Users



3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 6/29/2012 | ref.: 3DS_Document_2012

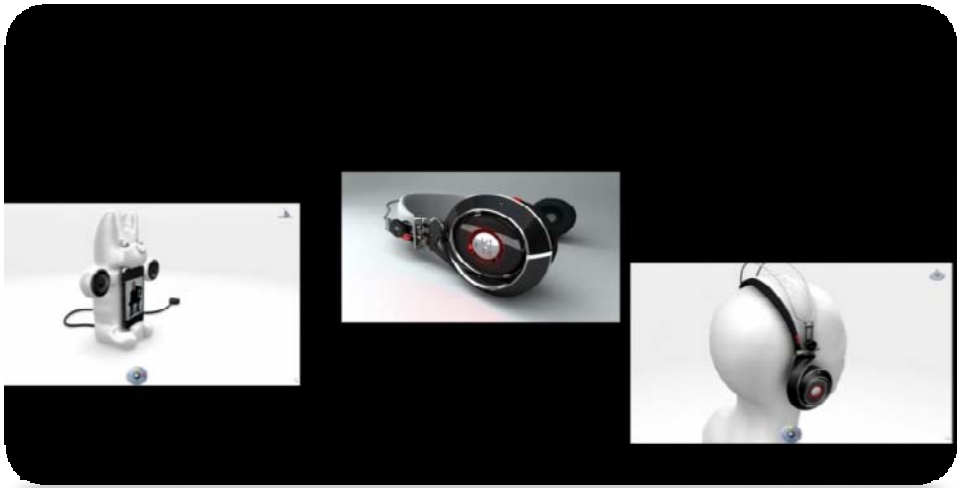
DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Designer Community

Industrial Design

DESIGNER

Creative Designer



- Unified Industrial Design workflow solution
- Streamline Styling & Engineering collaboration
- Design Validation

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

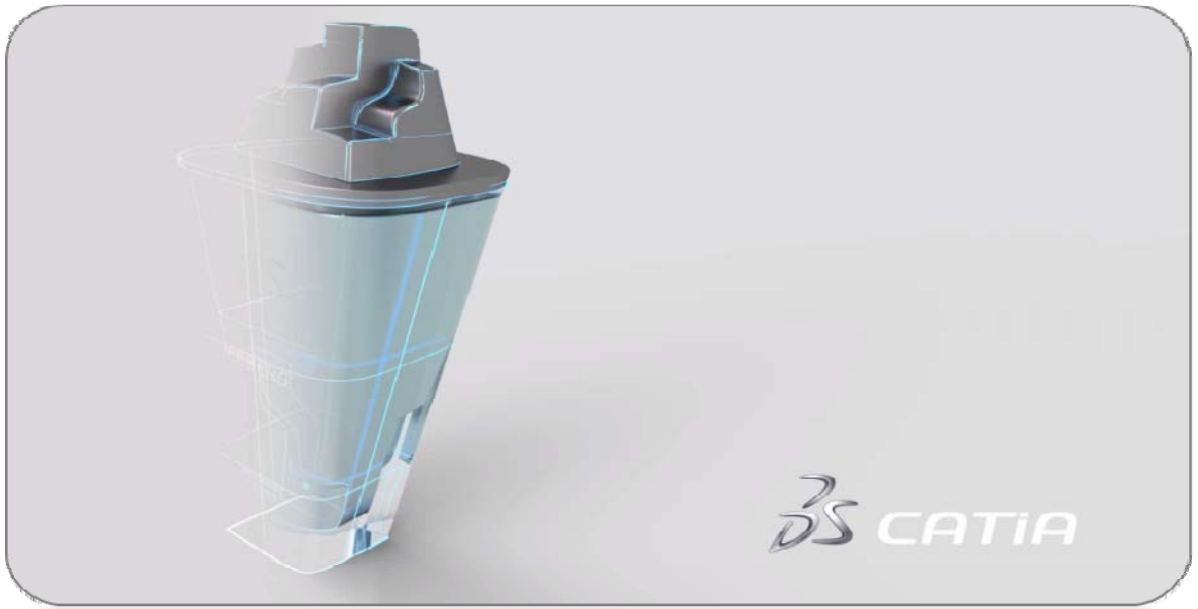
DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Designer Community

Industrial Design - Natural Sketch

DESIGNER

Creative Designer



- Captures the natural gestures of the creative designer
- New paradigm to express and communicate the design intent

CATIA

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Designer Community

CATIA for all Collaborators: Nikon

DESIGNER

The Competitive Advantage of CATIA Version 6 Industrial Design Solutions for Creative Designers

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Designer Community

Industrial Design - Live Rendering

DESIGNER

Visualization & VR Expert

- Photorealistic imagery for everyone
- Simple & Integrated

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

CATIA
DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Designer Community

Surface Refinement

DESIGNER

- CATIA Icem Surface refinement know how integrated in V6
- Capture & Reuse paradigm

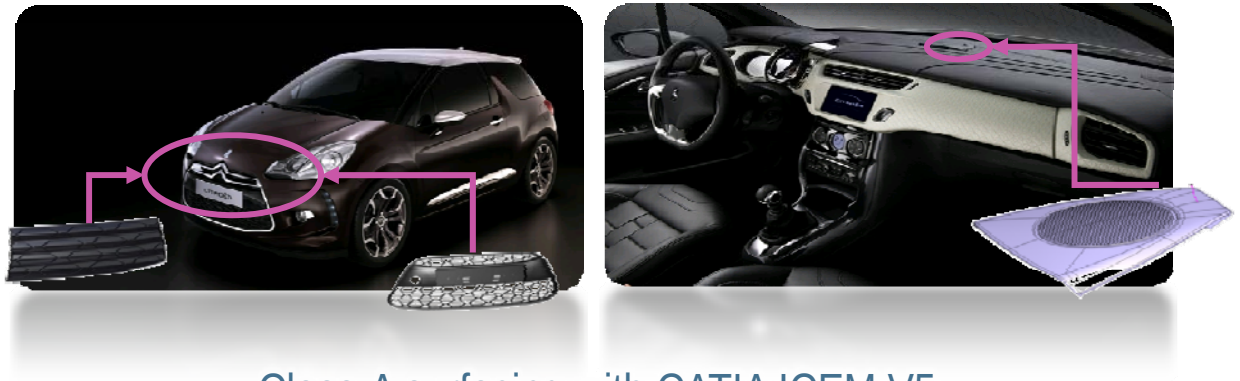
3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Designer Community

PSA Peugeot-Citroen

DESIGNER



Class-A surfacing with CATIA ICEM V5

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

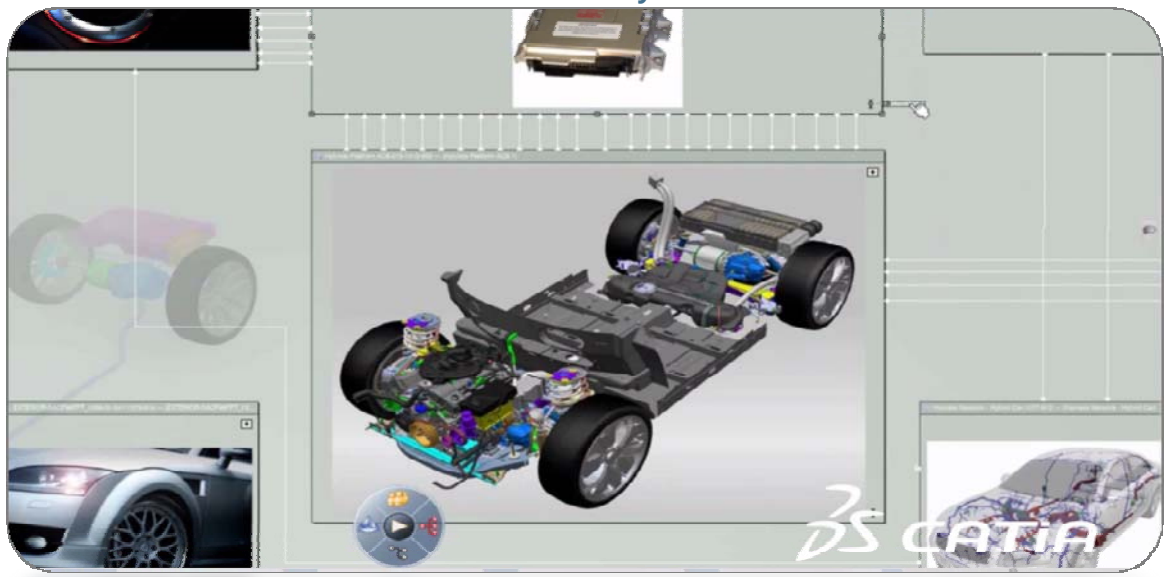
DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Functional community

Model Based Engineering

Functional

Embedded Systems



- Prototype lifelike Mechatronics Systems

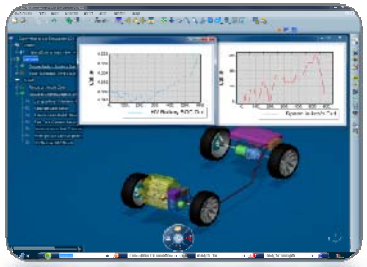
3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Functional & Architecture communities

CATIA for all Engineers: Jaguar Land-Rover

Functional



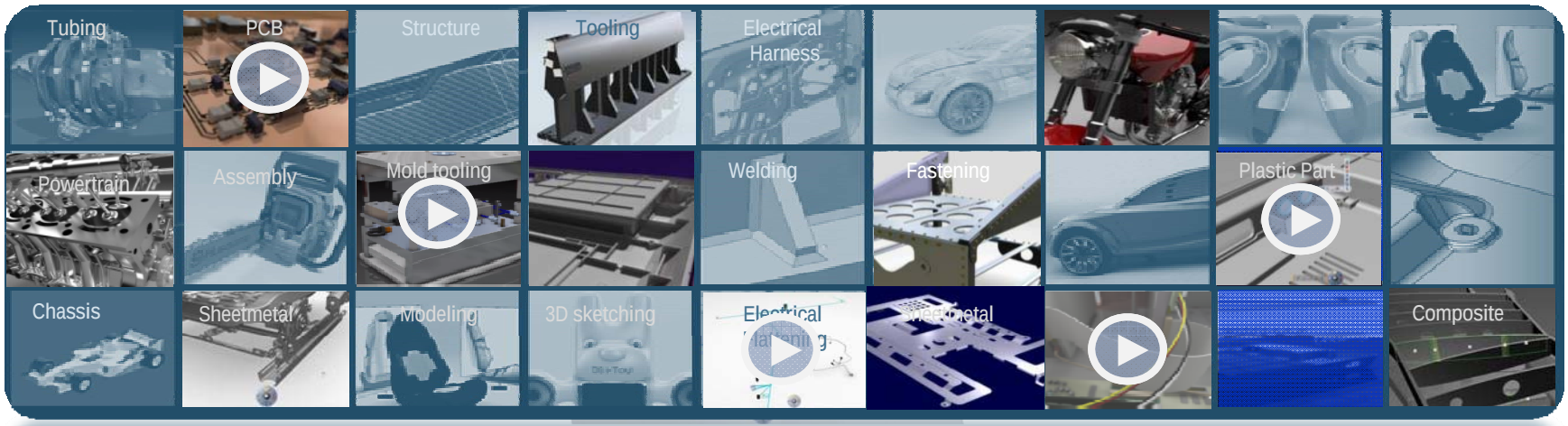
Accelerated Development on E/E Integration, Embedded SW, Requirements, Electrical

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Engineering Community

ENGINEER



3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Engineering Community

Alstom

ENGINEER

Exposed Alstom Transport to the Depth and Productivity of CATIA V5 Specialized Applications

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

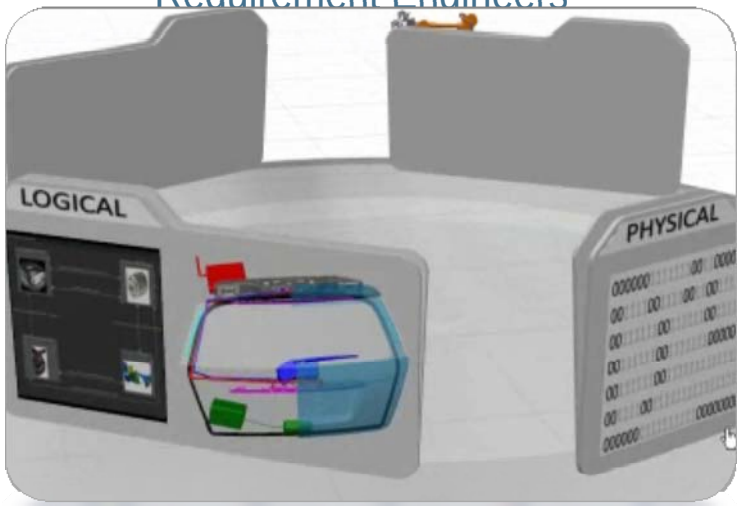
DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Architecture Community

Systems Architecture

ARCHITECT

Requirement Engineers



- Manage & trace Requirements, Architecture Design

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

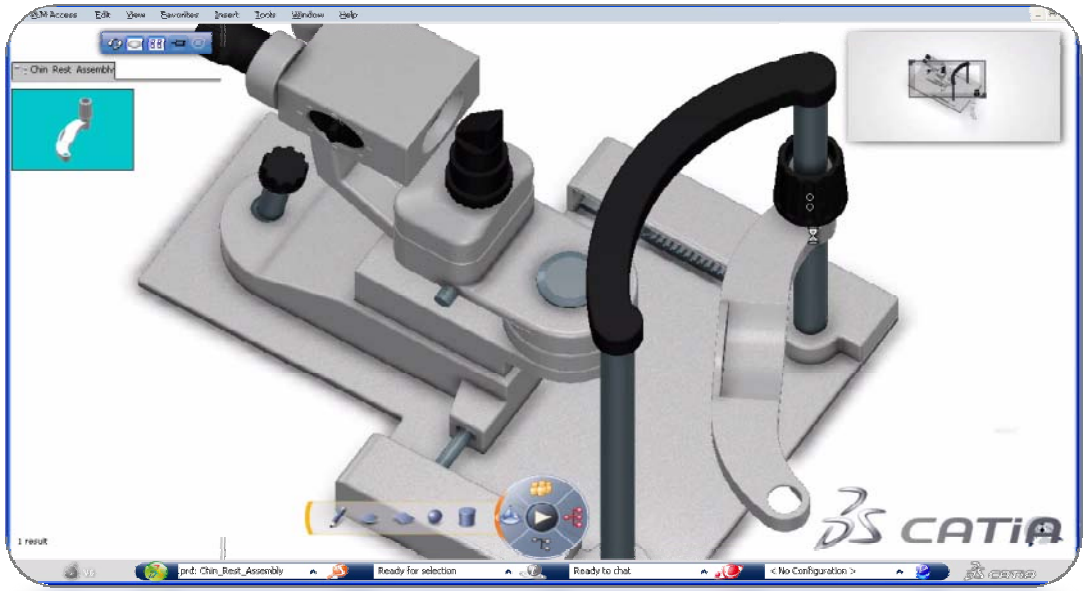
DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Architecture Community

Product Architecture

ARCHITECT

Product Conceptual Designer



Smart Composition of products

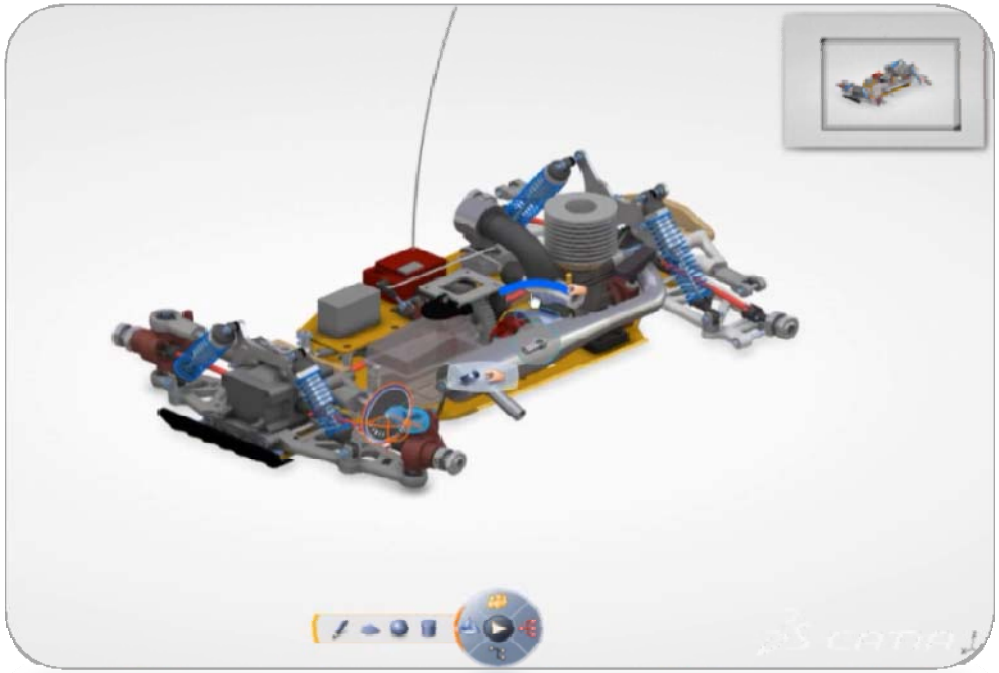
3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Architect Community

Product Architecture

ARCHITECT



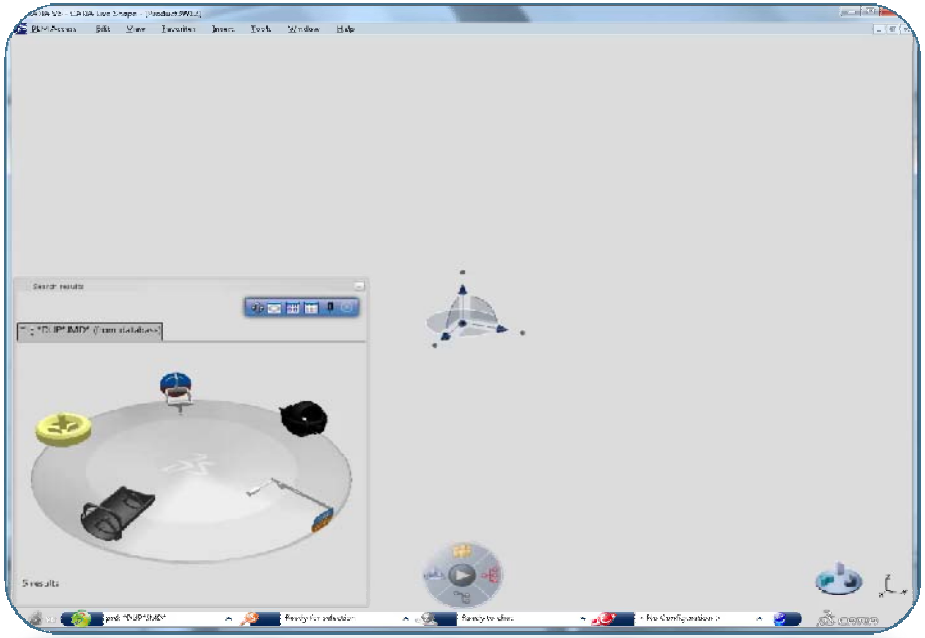
Smart Composition
of products

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Product Experience

Future composition of product



3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Product Experience

Product Integration

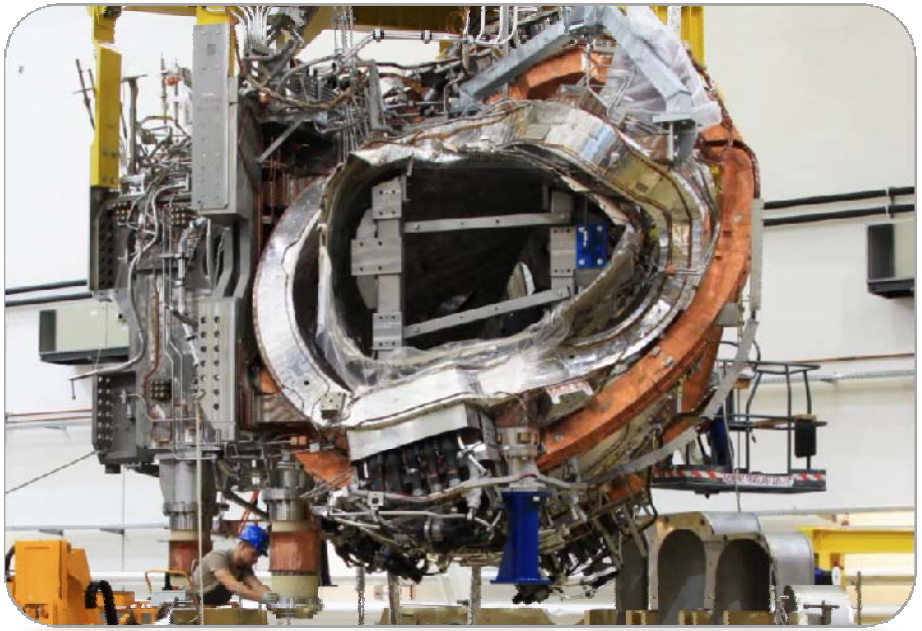
Real Time dashboarding operations

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

CATIA
DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Product Experience

Product visualisation and manipulation



Performance on large and complex products

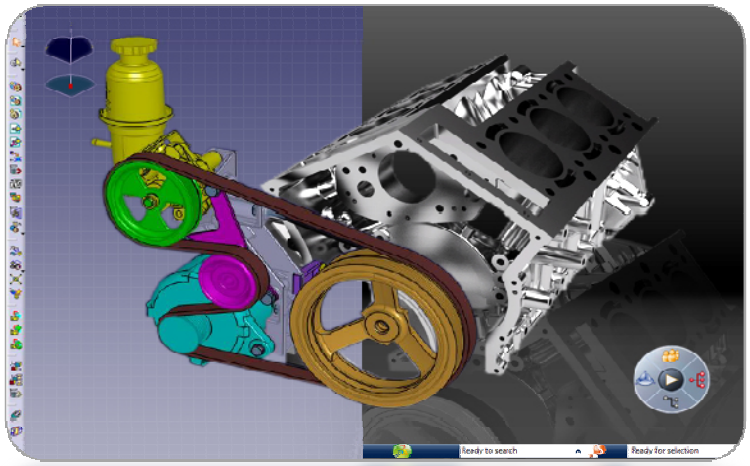
3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

CATIA Product Experience

Feature Level Collaboration with CATIA V5 and Version 6



Industry's Best Multi-version Compatibility

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Product Experience

Migration V5→V6: Bell Helicopter

Bell Helicopter
A Textron Company

3DS.COM/CATIA © Dassault Systèmes | Confidential Information | 29/06/2012 ref.: Document_Reference |

DASSAULT SYSTEMES | IF WE ask the right questions we can change the world.

CATIA Experience | V5-V6 transition

TRANSPORTATION AND
MOBILITY
RENAULT