



**Carsten  
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Head of Brand Experience  
3DEXCITE  
Dassault Systèmes

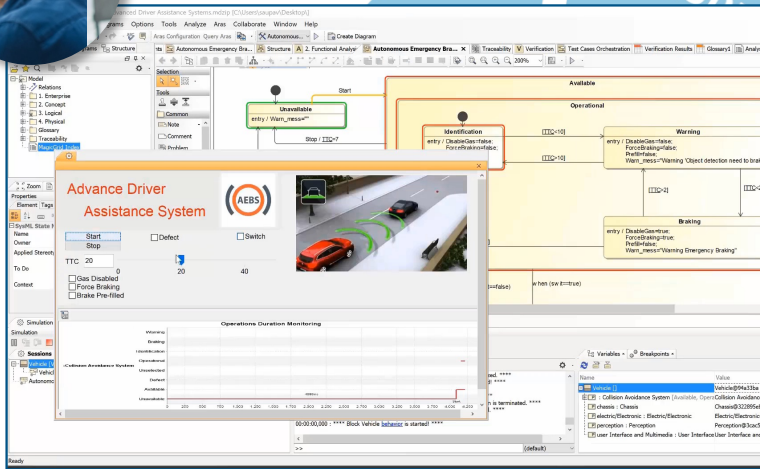
CONNECTED PRODUCT EXPERIENCE  
AI: FACTS VS. FICTION



# CONNECTED PRODUCT EXPERIENCE



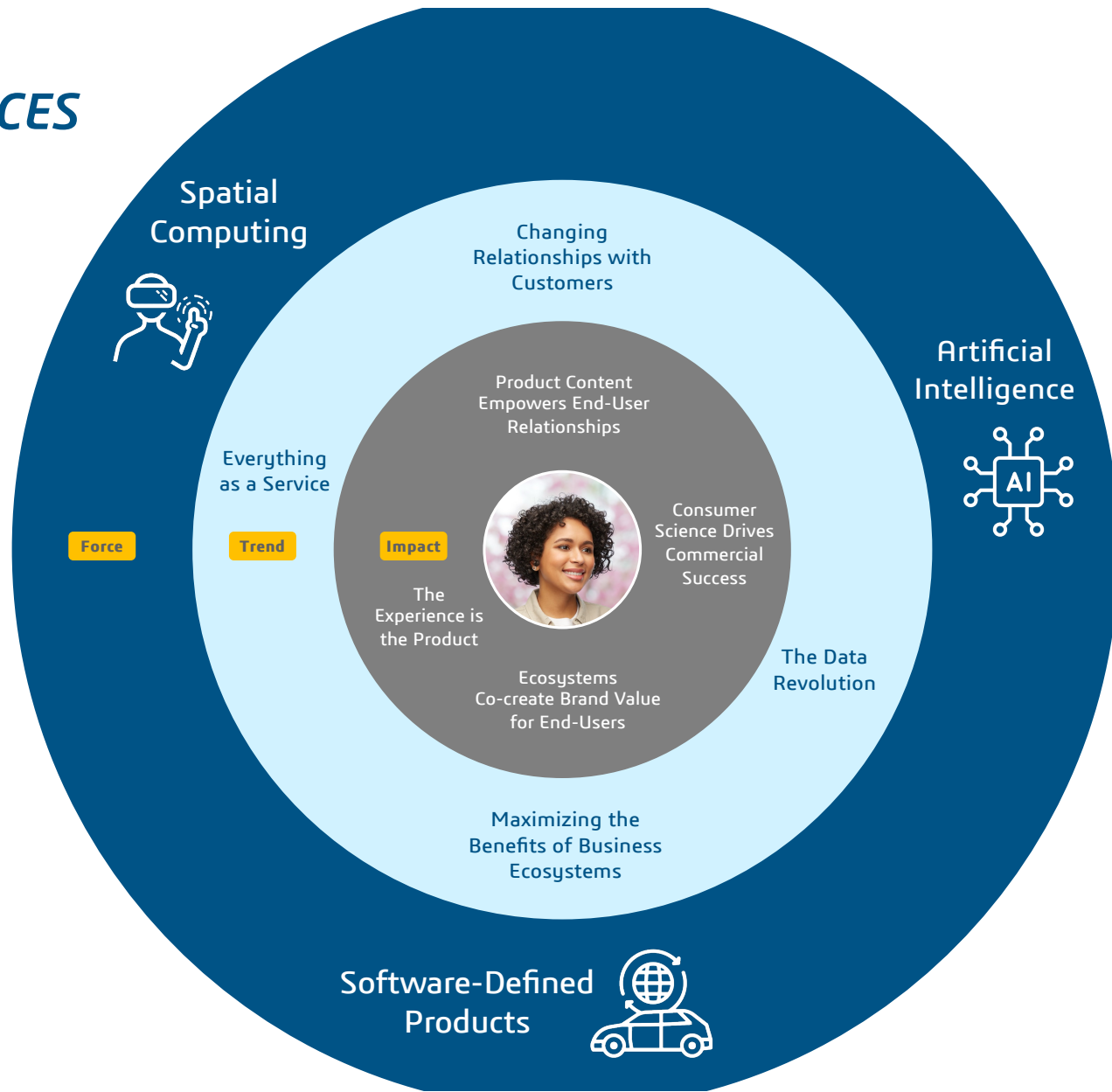
# BRIDGING THE GAP FROM ENGINEERING TO EXPERIENCE



ENGINEERING COMPLEXITY

EASY TO UNDERSTAND

# 3 MARKET FORCES

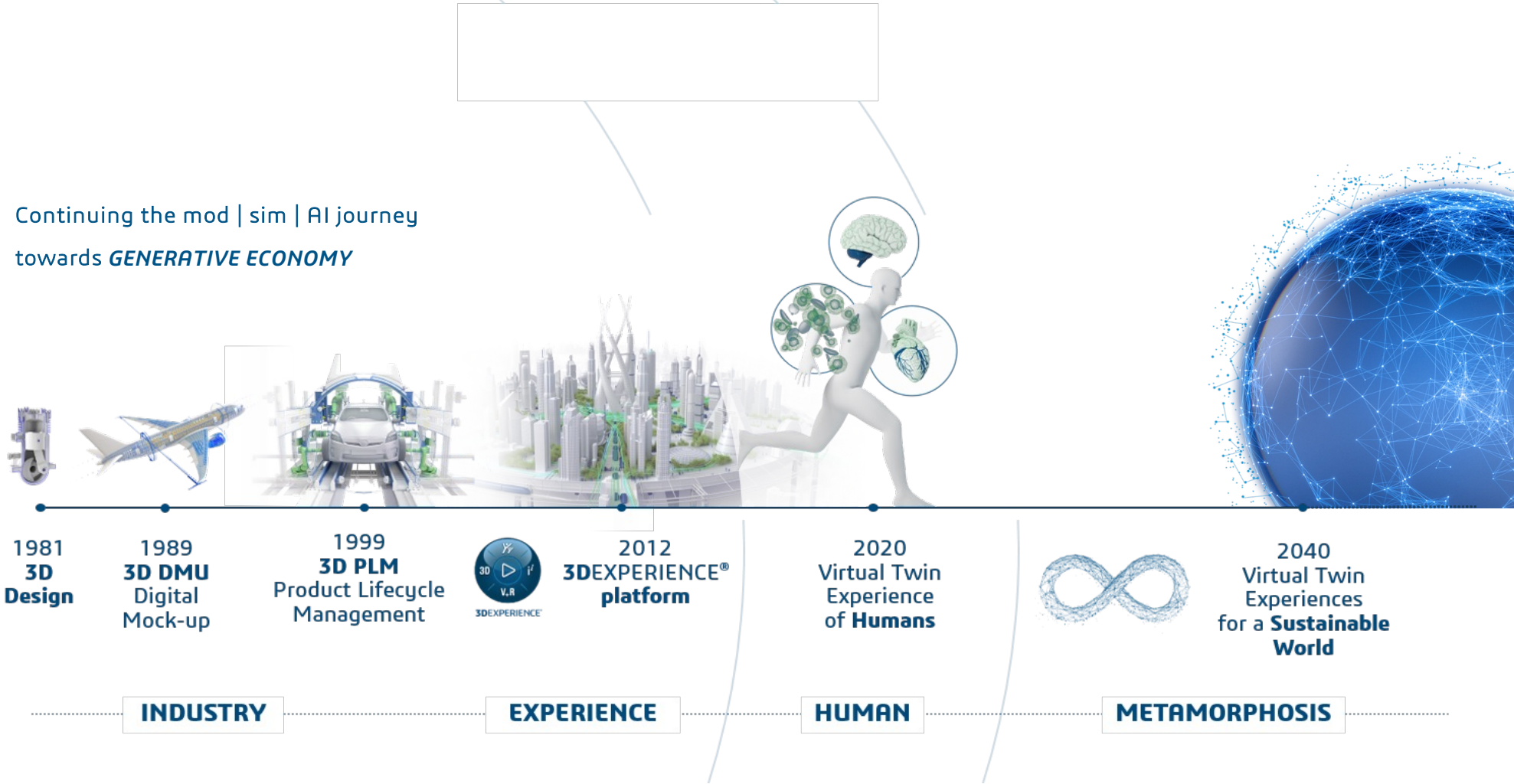


***DATA AND FACTS AT CORE***

# COMBINING ART, SCIENCE & TECHNOLOGY

Dassault Systèmes

Continuing the mod | sim | AI journey  
towards **GENERATIVE ECONOMY**



# SEQUENCE OF ECONOMIC SHIFTS

Agrarian Economy



Industrial Economy



Information Economy



Digital Economy



**Experience Economy**  
Personalized and immersive experiences powered by digital.



**Generative Economy**  
Integrating AI, Virtual Twins, and sustainability-driven innovation to reshape industry practices.

## UNTIL NOW

Virtual Twin experiences powered the *Experience Economy*, helping our clients meet customer demands from design to production and use of products.



## FROM NOW ON

UNIV+RSES – the combination of multiple virtual twins – will unify all stakeholders, facilitating the sharing of knowledge and know-how to shape the *Generative Economy*.

# *MARATHON OF SPRINTS*



# FOUNDATION FIRST

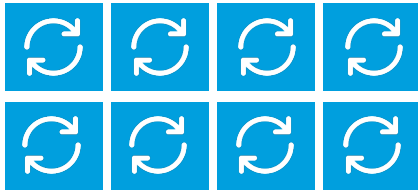
## Automotive

## Apple

## 3DS

new features /  
use-cases

OTA updates (future unlocks)



AI enabled iOS features



Apple Intelligence



'AI acceleration (boosts)'



platforms /  
infrastructure



scalable, flexible, robust  
no compromises



'SDV ready' platforms  
software-defined vehicles



A18 chip 'neural engine'



3DEXPERIENCE

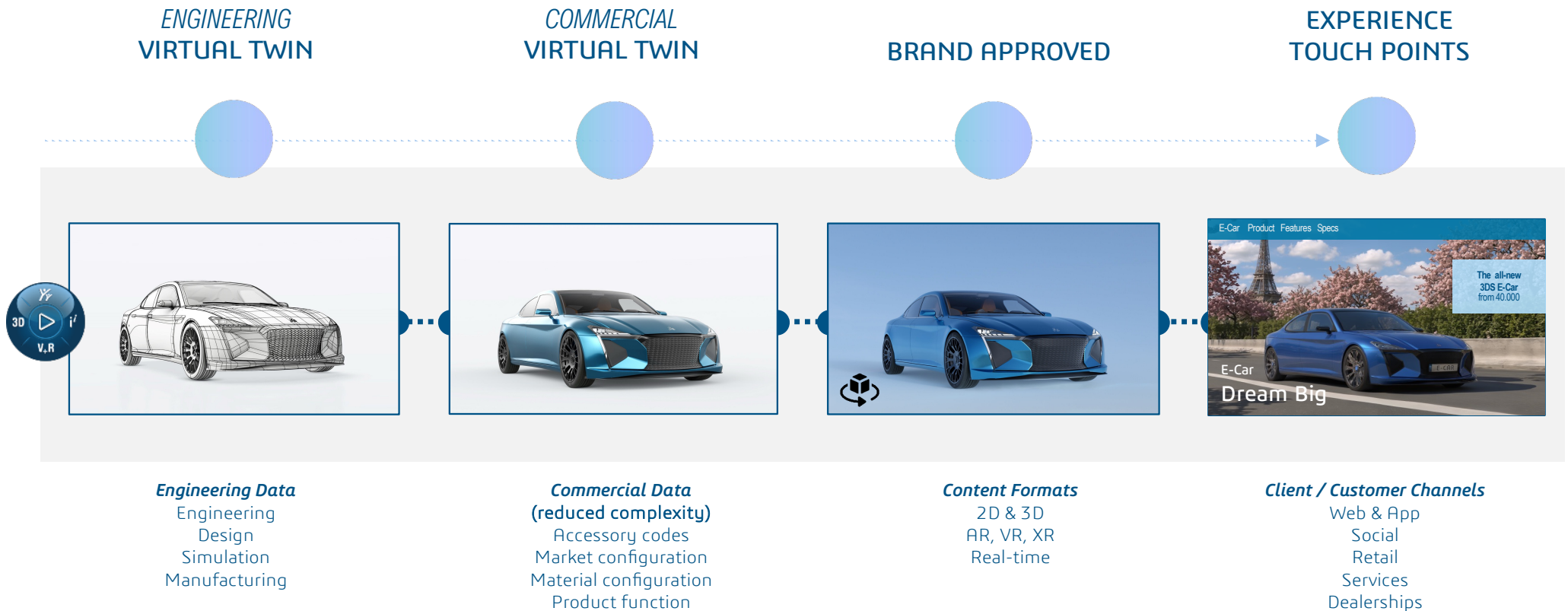
Visual product knowledge

Textual product knowledge

Virtual Twin = ground truth

# ***GROUND TRUTH***

# LINKED TO GROUND TRUTH



**Engineering Data**  
 Engineering  
 Design  
 Simulation  
 Manufacturing

**Commercial Data (reduced complexity)**  
 Accessory codes  
 Market configuration  
 Material configuration  
 Product function

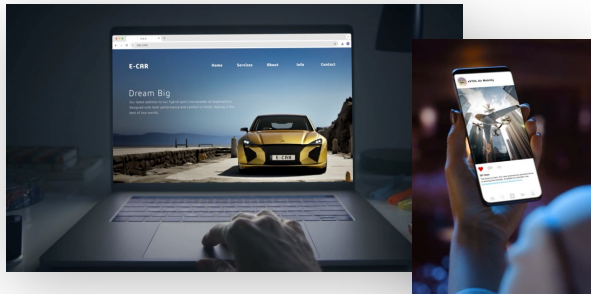
**Content Formats**  
 2D & 3D  
 AR, VR, XR  
 Real-time

**Client / Customer Channels**  
 Web & App  
 Social  
 Retail  
 Services  
 Dealerships

# MULTIPLE EXPERIENCE TOUCH POINTS

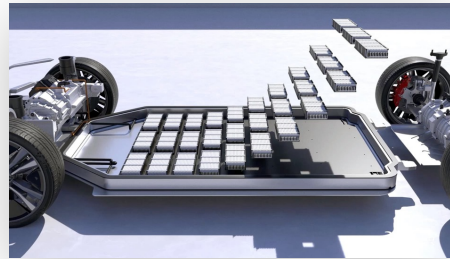
Marketing

Product websites  
/ Social Media Ads

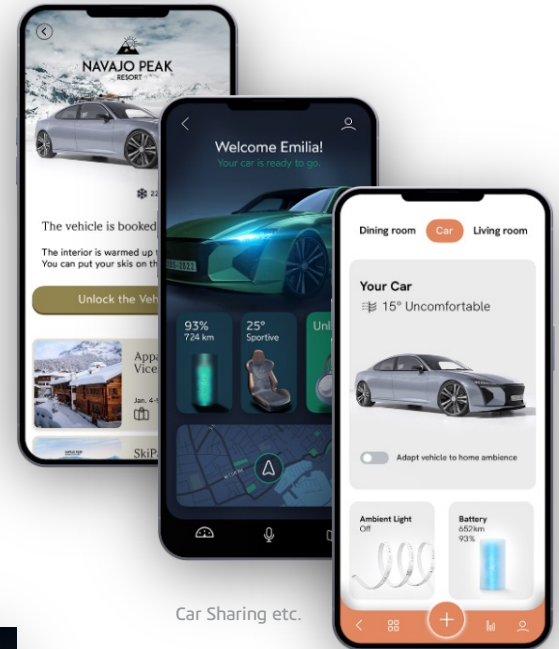


Education

Interactive  
Product Trainings



3<sup>rd</sup> party services /  
owners apps



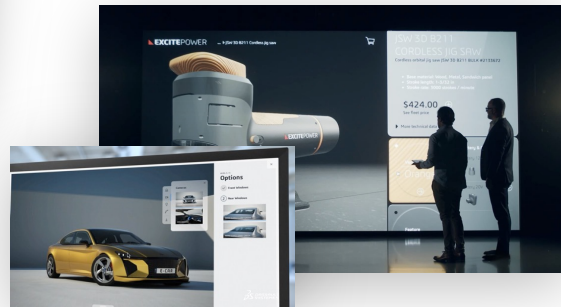
Car Sharing etc.

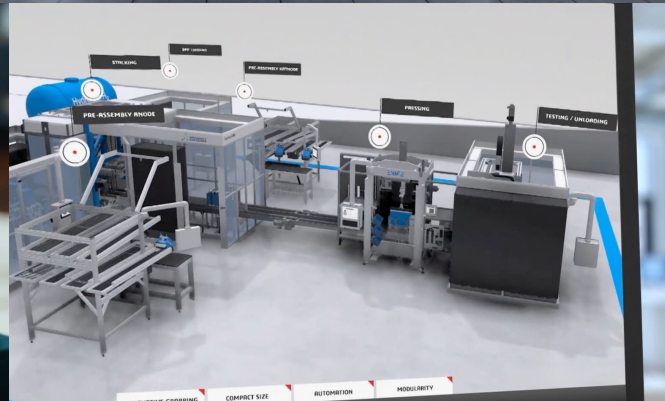
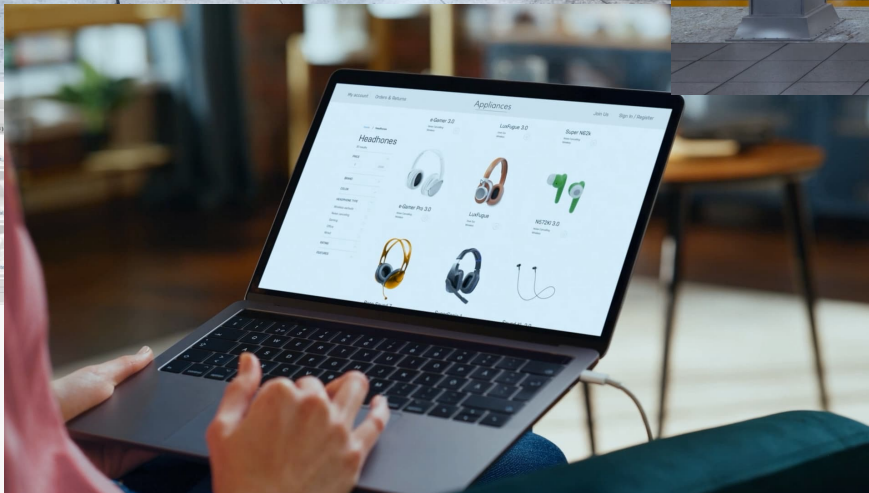
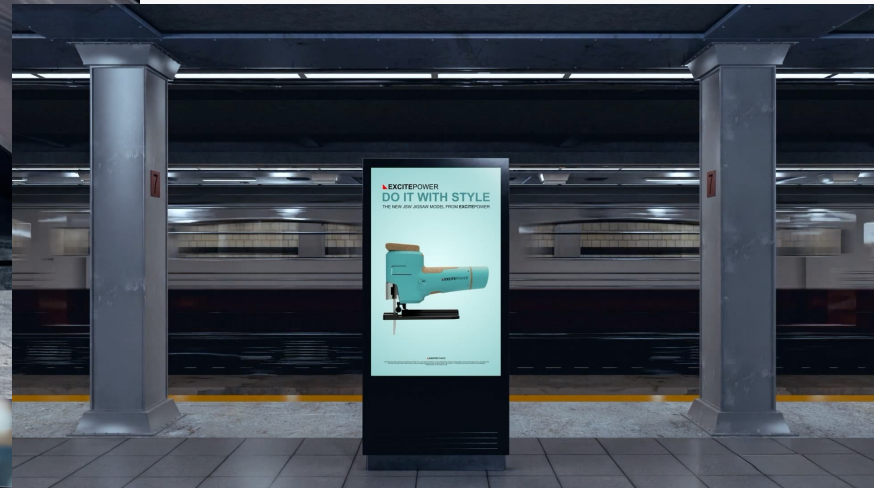
HMI  
In-Car  
infotainment



Sales

Dealer Signage /  
sales follow-up

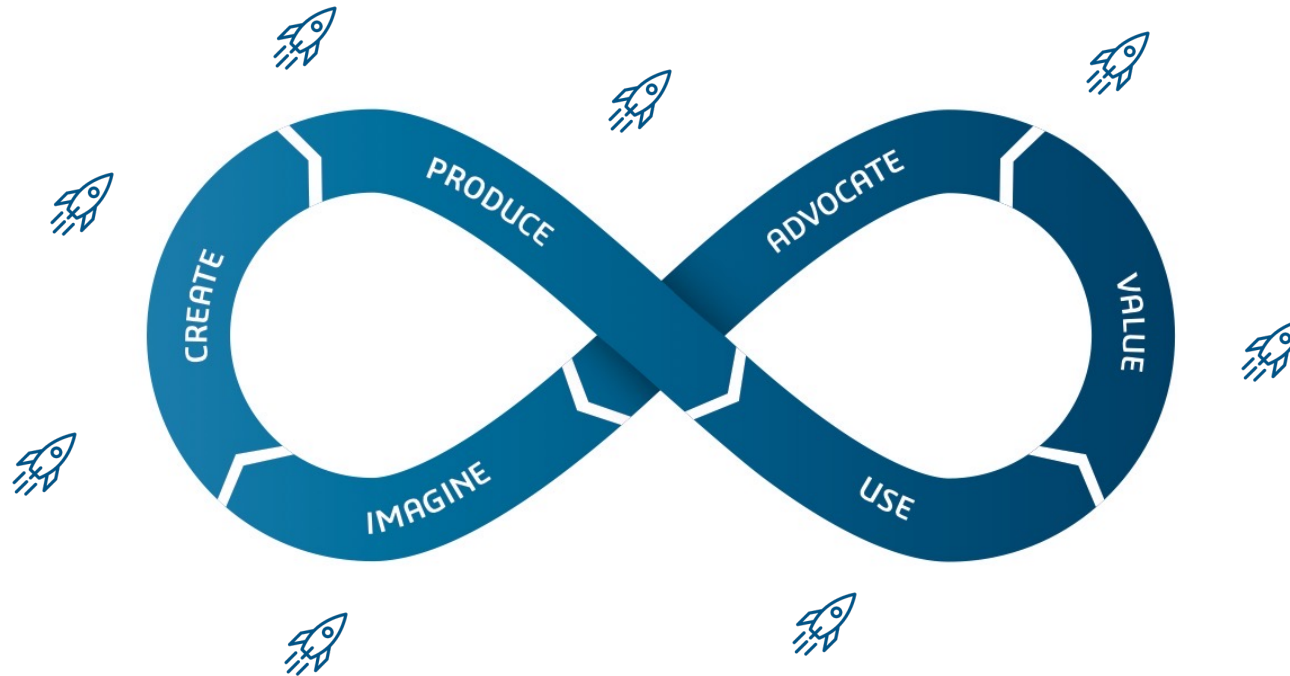




# *AI BOOSTS*

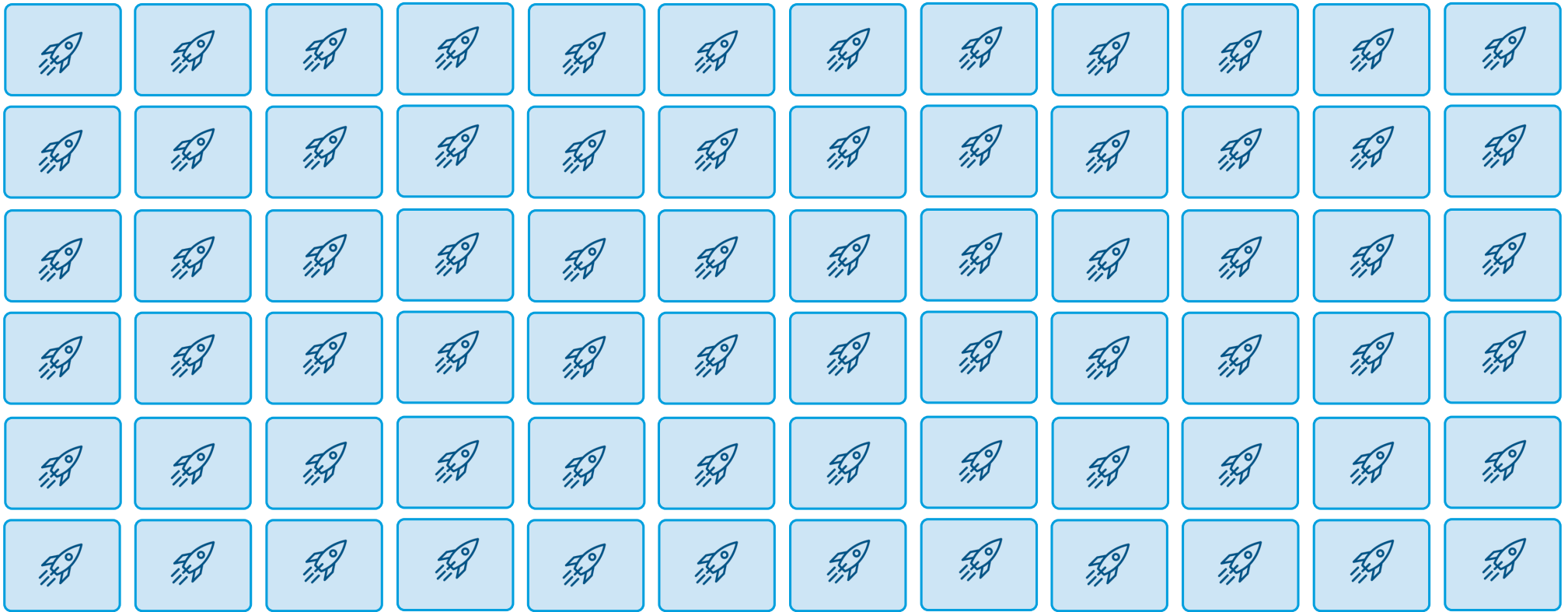


# PRODUCT LIFECYCLE



AI will empower industries to develop products and communicate more **efficiently** and **effectively**, **tailored** to **market needs** and customer demands.

# MYRIAD OF AI BOOSTS





# LET'S FOCUS ON TWO

## Product Design Boost

Leveraging data and natural language processing, enabling seamless integration of user feedback and real-time adjustments into the design process.



## Personalization Boost

AI will democratize generation of multiple custom scenarios, tailoring images, and products to specific client needs rather than providing generic versions.



## Creativity Boost

AI will push boundaries by inspiring unconventional, bold design directions and creative solutions (broaden the horizon).



## Enhanced Collaboration Boost

AI tools will facilitate real-time collaboration between stakeholders, bridging geographical and knowledge gaps through shared digital twins.



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## Sustainability Boost

AI will guide industries in making environmentally conscious decisions by simulating sustainable practices and reducing energy consumption.



## Data-Driven Insights Boost

AI will analyze vast datasets to derive actionable insights, driving innovation in product design and market strategy.



## Optimization Boost

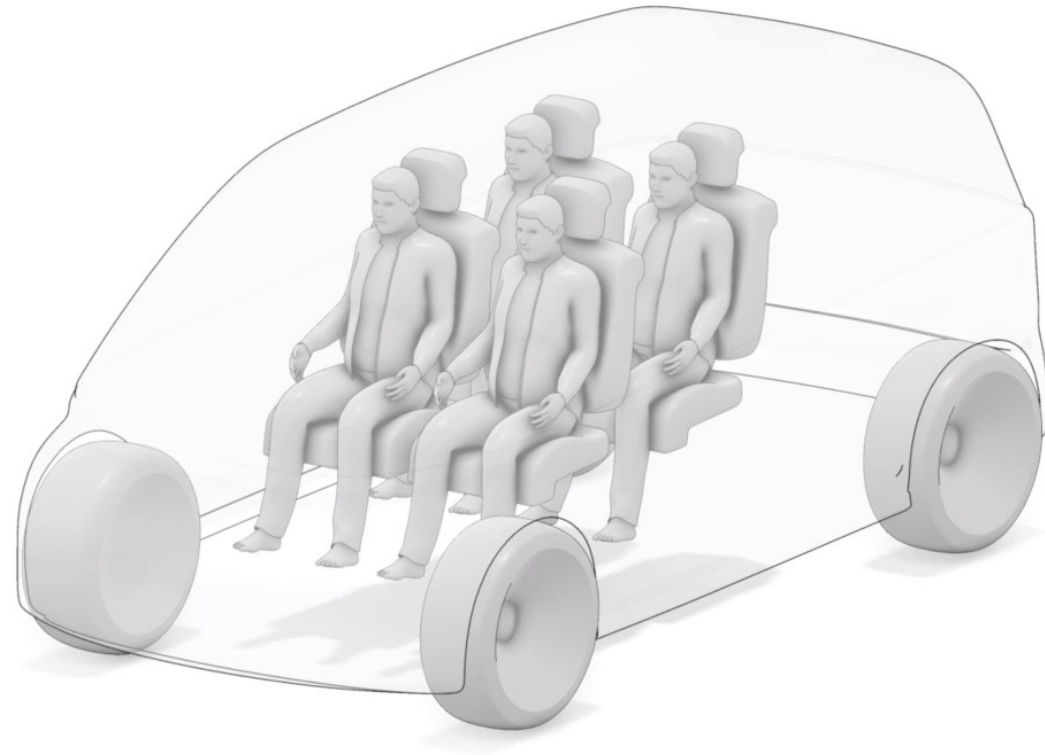
AI-driven simulations will fine-tune product designs and manufacturing processes, minimizing waste and enhancing efficiency.



# ***PRODUCT DESIGN BOOST***

***DS CATIA***

***DS DASSAULT  
SYSTEMES***



# *PERSONALIZATION BOOST*

*DS* 3DEXCITE

# PERSONALIZATION BOOST

AI will democratize the creation of **highly tailored communication assets**, empowering businesses to **generate custom scenarios** that directly address the needs of prospects.

By delivering personalized experiences from the beginning, **prospects can more easily envision themselves as future owners**, driving both engagement and loyalty.



3DEXPERIENCE™

# FROM 'ONE SIZE FITS ALL' TO 'TAILOR-MADE FOR YOU'

"THE" E-CAR



"YOUR" E-CAR





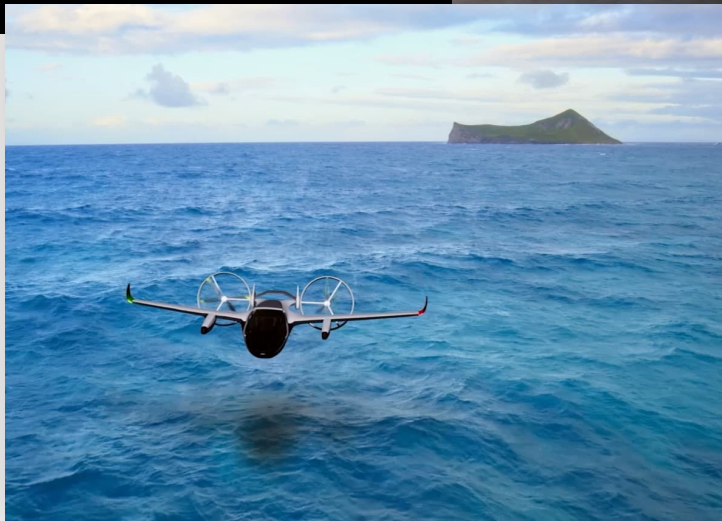
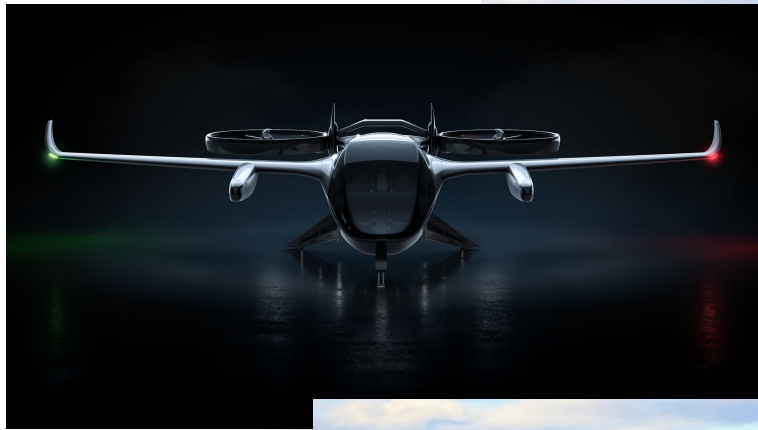
# *EXAMPLES OF GENERATIVE STORYTELLING*



# GENERATIVE STORYTELLING



# GENERATIVE STORYTELLING



# GENERATIVE STORYTELLING



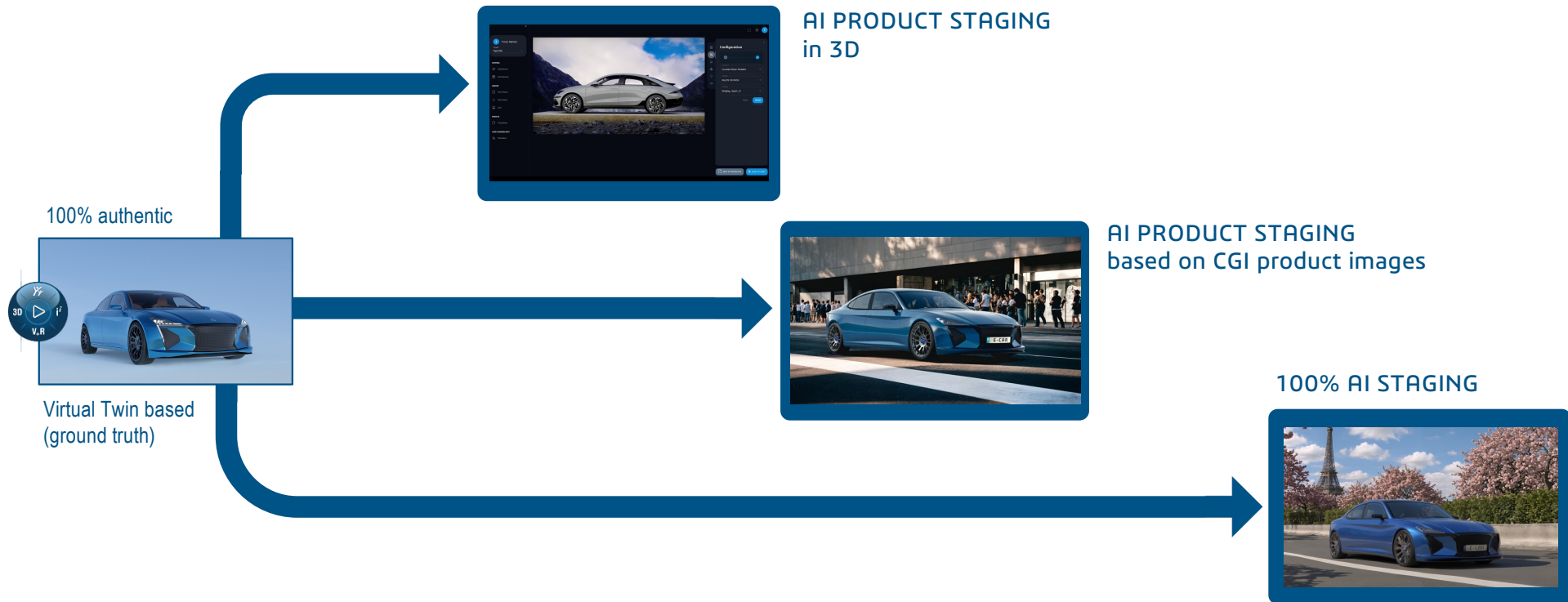
# GENERATIVE STORYTELLING



***3 APPLICATIONS  
1 FOUNDATION***

# 3 APPLICATIONS – 1 FOUNDATION

Accelerating commercialization through generative storytelling



# AI BASED PRODUCT STAGING IN 3D

3D model + 360° panoramic environments (txt-to-hdri)



NVIDIA

GTC showcase

# AI STAGING BASED ON CGI PRODUCT IMAGES

Blended into generated environments – based on trained visual product knowledge

1 Choose perspective, color and configuration



2 Enter text-prompt and generate...



"Busy street in Tokyo"



"Grand Canyon sunset"



"Close to the Rainforest"



# AI STAGING BASED ON CGI PRODUCT IMAGES

Blended into generated environments – based on trained visual product knowledge

Input vs. Output



Tokyo street



Grand Canyon



Near Amazonas

# 100% AI GENERATED PRODUCT STAGING

Based on trained visual product knowledge



Virtual Twin based (ground truth)



1 Choose perspective



"Cherry blossom trees in Paris"



2 Enter prompt and generate



"Sunset in Norway"



tell unlimited stories ...

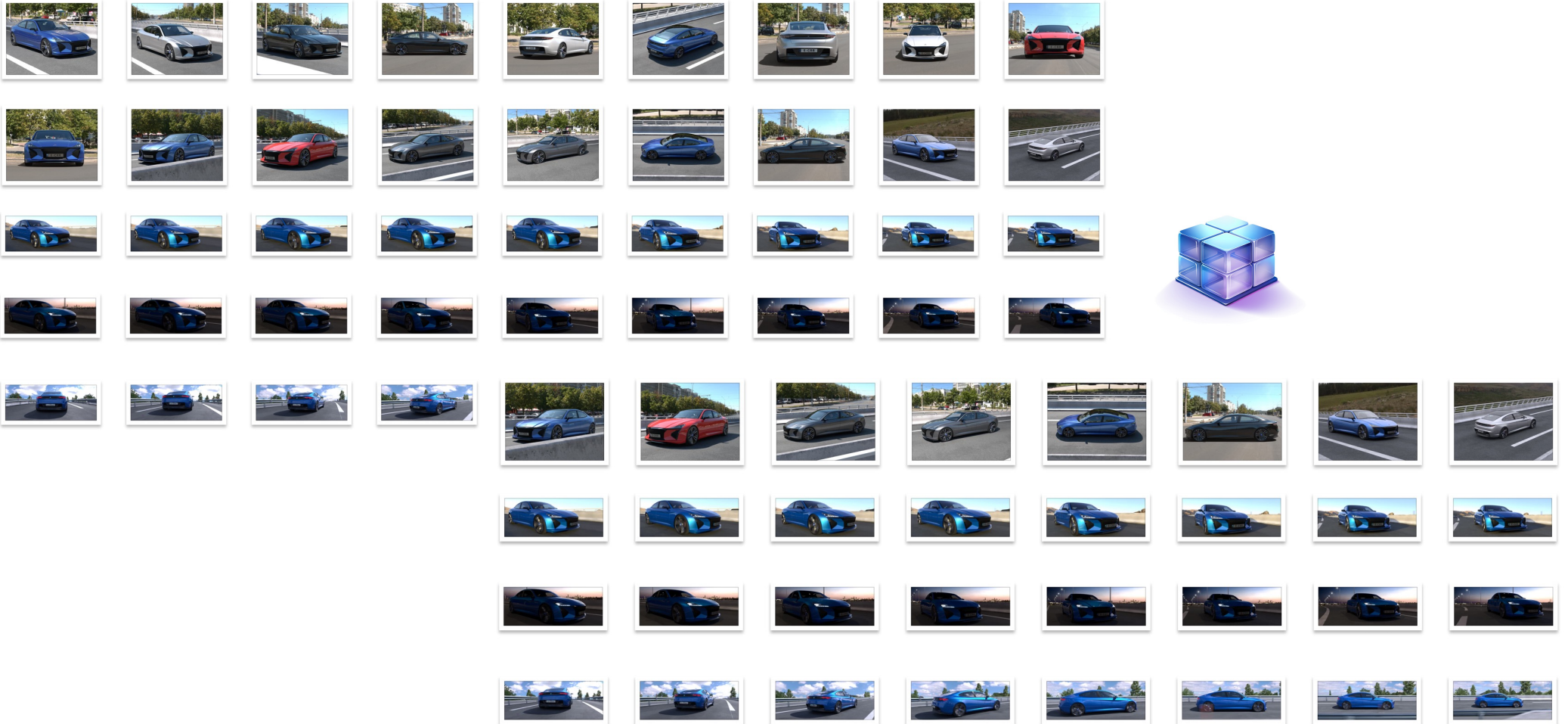


## ***KEY INGREDIENT: VISUAL PRODUCT KNOWLEDGE***



Low-Rank Adaptation (LoRA)  
based on synthetic data-sets

# VAST AMOUNT OF 100% AUTHENTIC CGI IMAGES



# *STATE OF PRECISION AND FIDELITY IN 2024*



# *AI ASSISTANTS*

# AI ASSISTANT: FIND YOUR DREAM CAR

The screenshot displays the DS 3DEXCITE AI assistant interface. At the top left is the DS 3DEXCITE logo, and at the top right is a moon icon. The main text reads: "start with the paint colour, do you have a favourite?". Below this, a user input says "show me the car in red" with a user profile icon. The AI response is: "You have style. The car looks great. The new color of the DS e-car is: Red. Which wheels do you prefer? Please tell me the desired size. 19, 21 or 22 inch?". The central image shows a red DS e-car in a studio setting with a large blue play button overlay. At the bottom, there is a "Your message" input field, a microphone icon, a send button, and a status indicator: "Mic is on. Please speak in English (UK)".



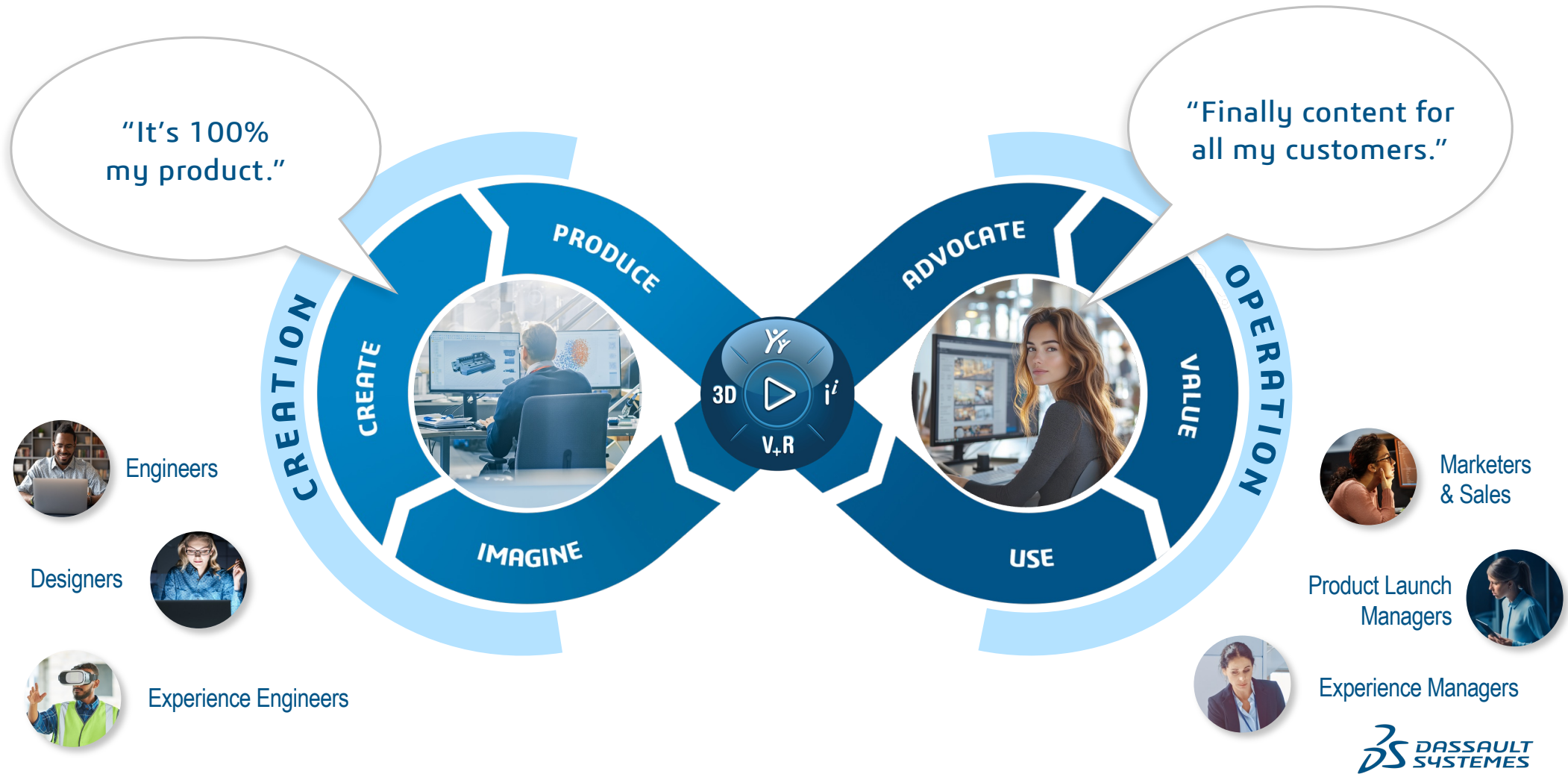
# COMBINED SCENARIO: AI VOICE CHAT + AI STAGING



AI staging on demand



# CONNECTED PRODUCT EXPERIENCE





**THANK YOU.**

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Head of Brand Experience 3DEXCITE



**3DEXPERIENCE®**



THANK YOU FOR YOUR INTEREST

