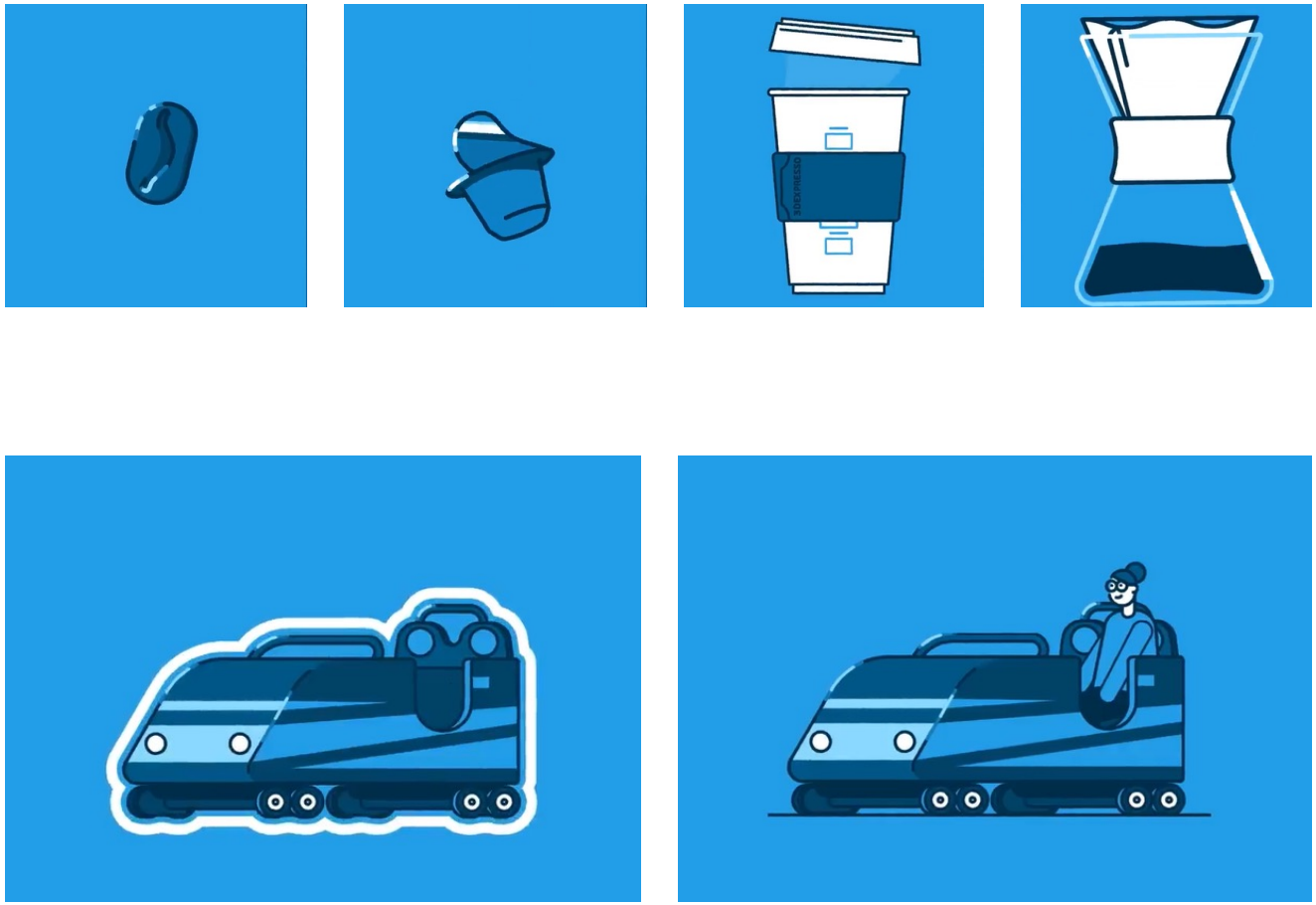
Tim
RAU

Industry Process Consult
Director, 3DEXCITE
Dassault Systèmes

CONNECTED PRODUCT EXPERIENCE

LET'S TAKE YOU ON A RIDE - CREATING IMPACTFUL PRODUCT EXPERIENCES

FROM PRODUCT TO EXPERIENCE



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xCoaster TX
Maintenance - Quality Control
Elements
Check 1 - Wheels
Check 2 - Restraints
Check 3 - Hydraulic
Tubular Track Support
Tubular Trail
Maintenance - Quality Control #956
SOLIDWORKS

TRANSFORMATION TOWARDS 3D ONLINE EXPERIENCES

Drive product sales, increase customer satisfaction and save costs

82% Prefer 3D instead of 2D

60% Increased conversion rates

40% Reduced return rates with 3D

- ✓ 3D as universal language increases product understanding - leading to higher user satisfaction, better buying decisions
- ✓ Digital selling reduces travel, sample costs and/or product returns

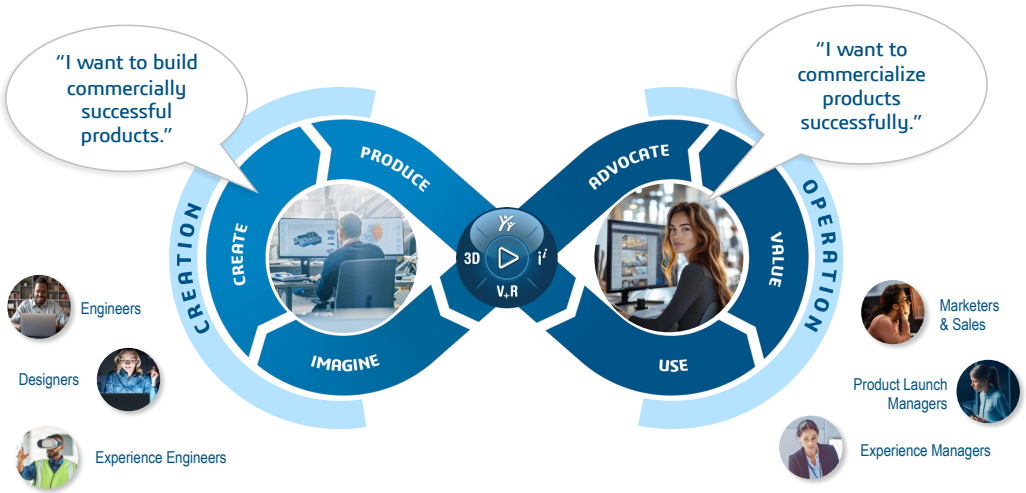
OEM BUSINESS CHALLENGES

- **Growing # products, richer 3D content – less time**
  Efficiently deliver interactive 3D content in scale
- **Customers satisfaction scales with product understanding**
  3D communicates feature value & configuration choices best
- **Business decisions based on consumer insights**
  Track and understand customer behavior
- **Ecosystem access to product content & twins**
  Efficient **3D** content delivery into online experiences

COMMERCIAL INNOVATION

Traditional Go-To-Market

CONNECTED PRODUCT EXPERIENCE



Faster Go-To-Market

Save Time, Money, Resources

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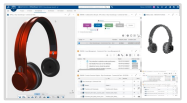
3DEXCITE PORTFOLIO: EXCITEMENT ENGINEERED

3DEXPERIENCE Marketing & Sales

Commercial Experience Governance

COMMERCIAL TWIN CREATION
- Marketing Model Creator
- Marketing Model Generator



PRODUCT CONTENT MANAGEMENT
- Marketing Innovator

Commercial Content Creation

MASS CONTENT CREATION
- Marketing Production Artist

INSTANT 3D COMMUNICATION
- Product Communicator
- 3D Render

Commercial Experience Building

PRODUCT SHOWCASE
- Marketing Experience Presenter
- Marketing Experience Creator
- 3D Demonstrator

Content Managers

2D & 3D Creatives

Experience Builders

Business Experiences

TWINS ON DEMAND access

CONTENT ON DEMAND create

EXPERIENCES EVERYWHERE show

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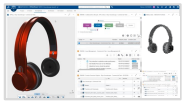

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EXPERIENCES EVERYWHERE show 3DEXCITE

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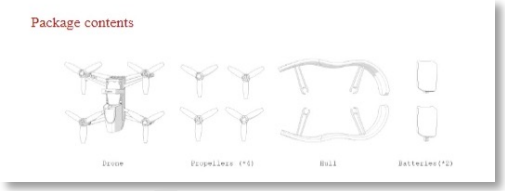
DASSAULT SYSTEMES

Who will use the Product Communicator?

DESIGNER & ENGINEER



- ❑ Photorealistic product rendering
- ❑ Internal Product Presentation
- ❑ Functionality Presentation
- ❑ Technical Illustration

MARKETER & SALES

- ❑ Photorealistic product rendering
- ❑ Online images & ads
- ❑ eCommerce product shots
- ❑ Flyers & promotion contents
- ❑ Interactive Sales Trainings

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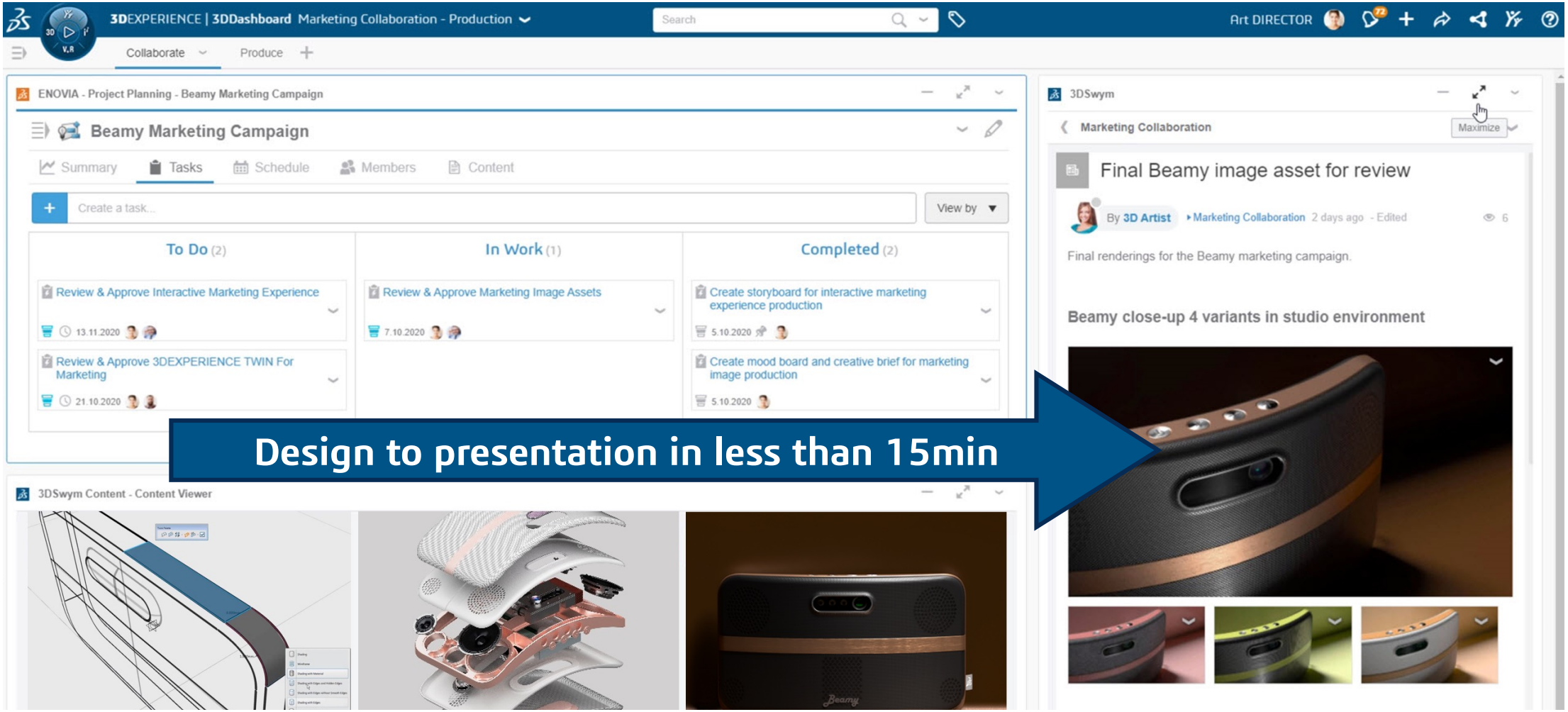
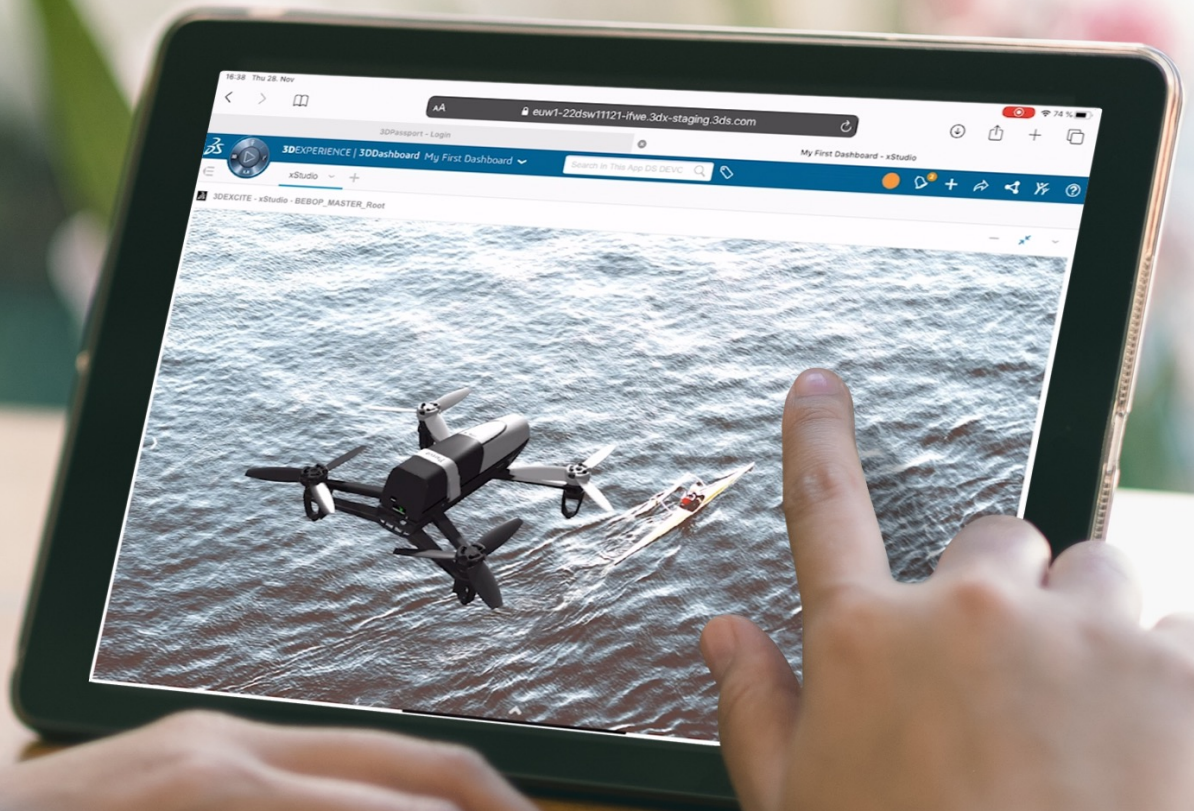
Unified collaborative environment



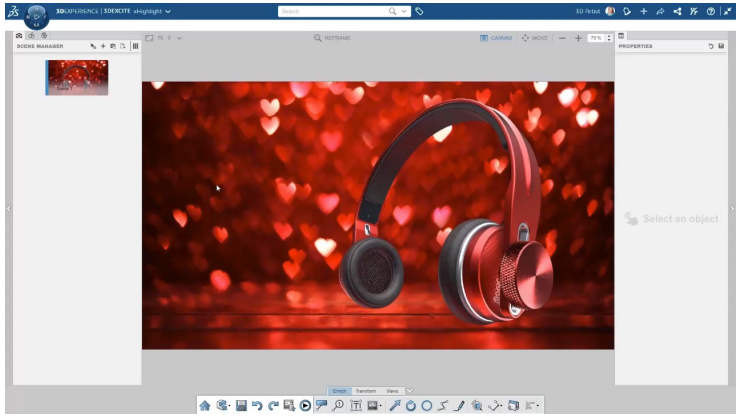
Rendering & Storytelling for Everyone!
Lean UX, Zero Installation – Fast Easy Fun



create stunning digital content to showcase
product values and win customers

DEMOCRATIZING PRODUCT CONTENT CREATION

3DEXCITE xHighlight

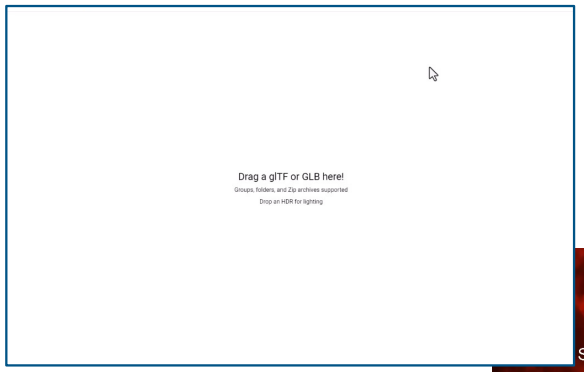


Streamlined & easy to learn UX

Communicate your product features and values

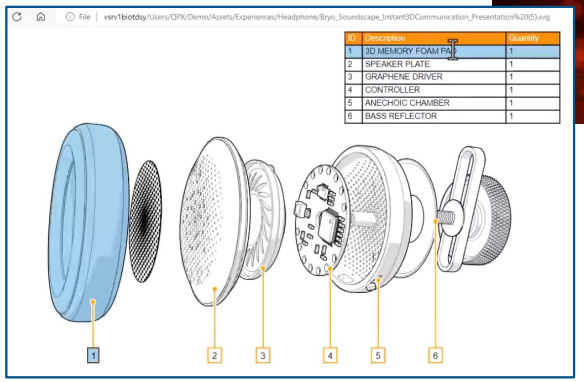
Instantly available on cloud, direct product data access

3D Models



Videos

Vectors



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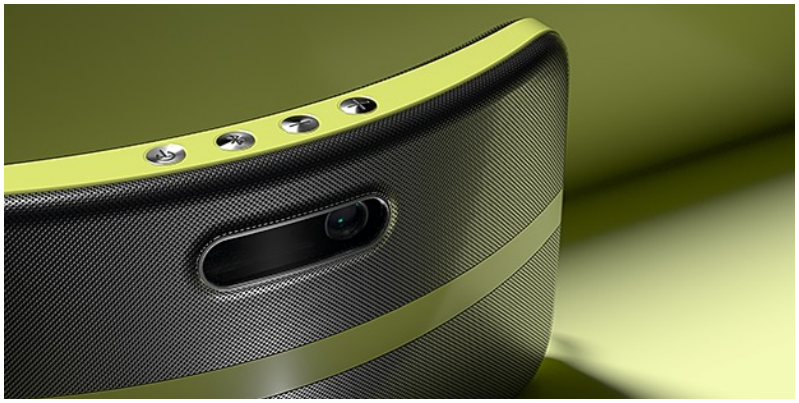
What is included in Product Communicator ?

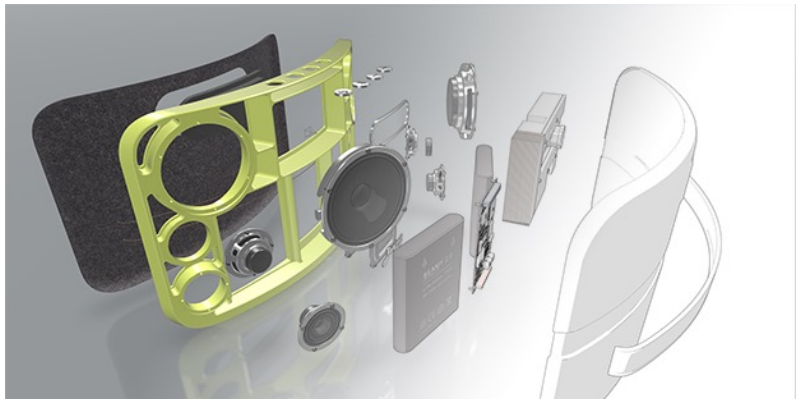
xStudio: Rendering



Photorealistic product shots & turntables

- Product rendering for communication & validation
- Online images & ads
- eCommerce product shots
- Flyers & promotion contents

xHighlight: Presentation



Realistic interactive presentation

- Animated product presentation
- Sales & partner briefings & trainings
- Interactive user guides
- Product manuals

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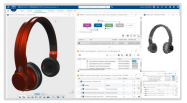

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EXPERIENCES EVERYWHERE show

DASSAULT SYSTEMES

USE CASES

From VR to web

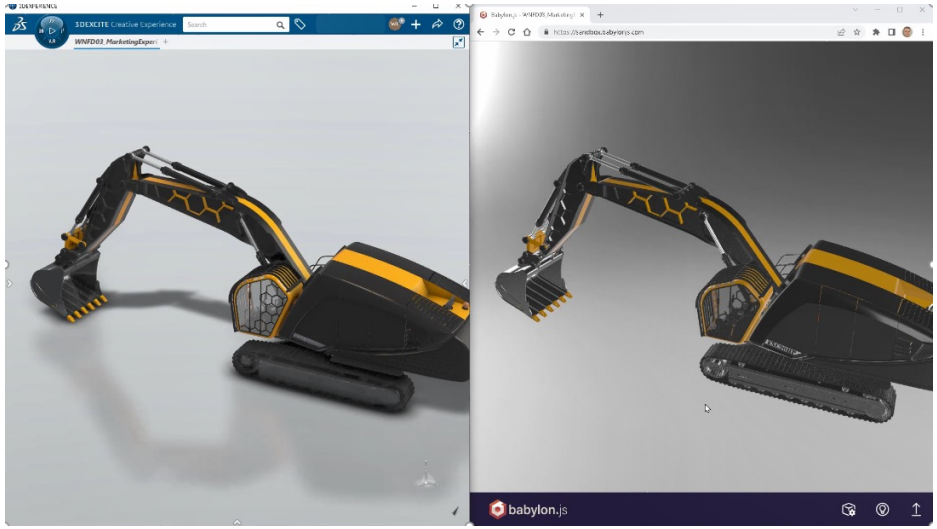
Product Demonstration (incl. VR)

Demonstrate the product and experience its behaviors and values from the customer perspective

VR, Desktop, Event

3D Online Experience

Showcase the product in customer facing experiences inside 3DEXPERIENCE, HomeByMe or the eCommerce website



3DSwym, HomeByMe and Customer Website (through glTF)

Homebyme

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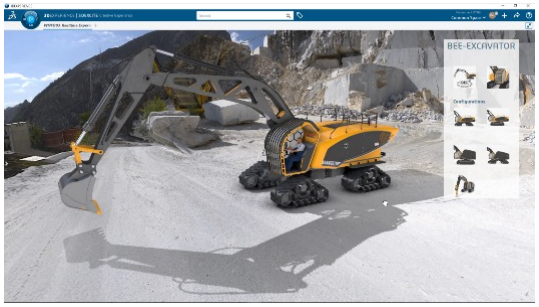
ONE SOURCE, MULTICHANNEL

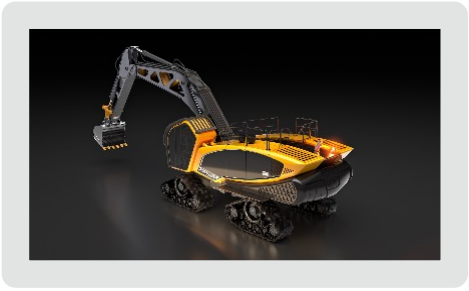
One source experience for multichannel customer engagements

Immersive experiences for events and showrooms



Direct customer presentation on 3DEXPERIENCE

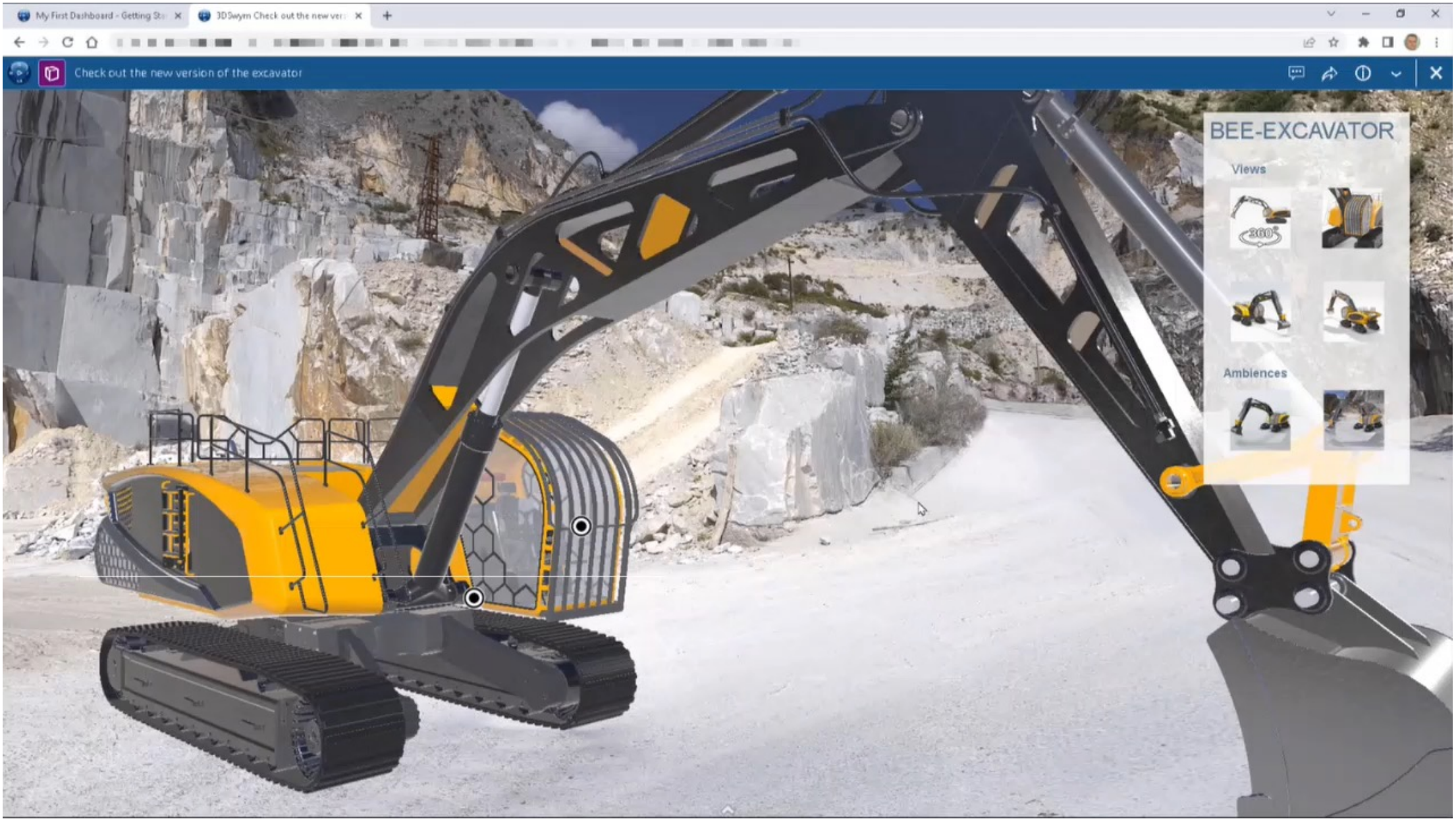
Product promotion in context in HomeByMe



Mobile or web experience (through glTF)

glTF export for downstream use cases

3DEXCITE


My First Dashboard - Getting Sta
3DSwym Check out the new ver
Check out the new version of the excavator
BEE-EXCAVATOR
Views
360°
Ambiences

CUSTOMER EXAMPLE - DEWALT

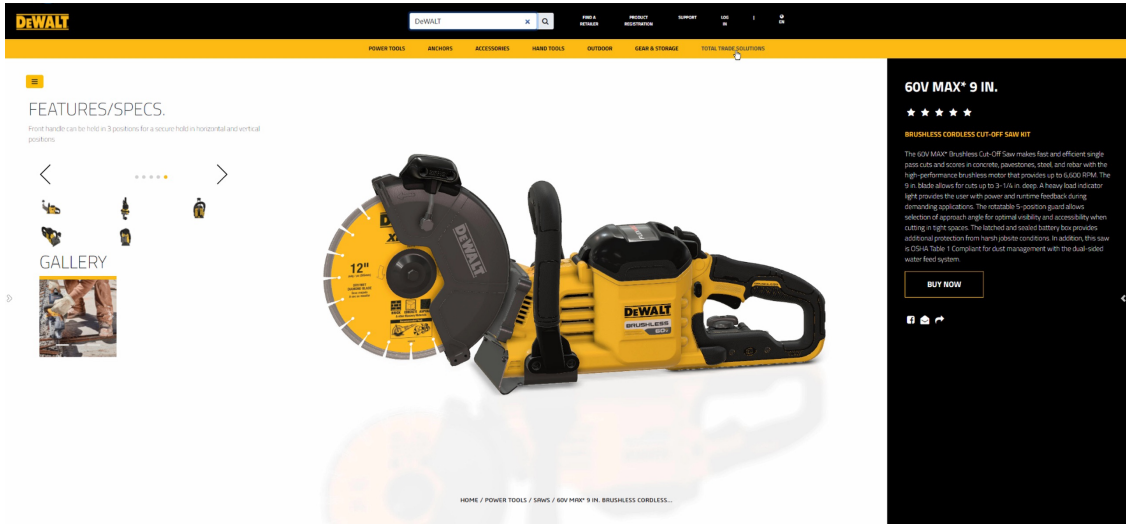
Product Demonstration

Demonstrate the product and experience its behaviors and values from the customer perspective

VR, Desktop, Event

Online 3D Experience

Showcase the product in customer facing experiences for marketing communication



3DSwym, HomeByMe and Customer Website (through glTF)

Homebyme

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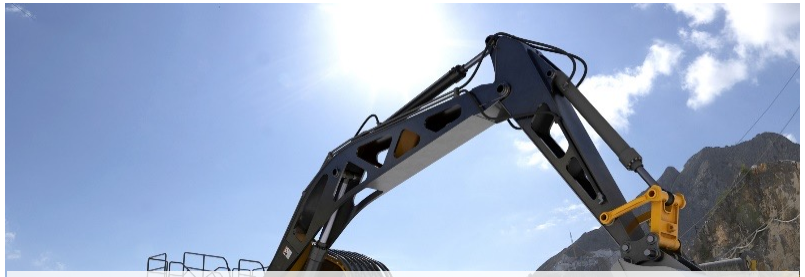
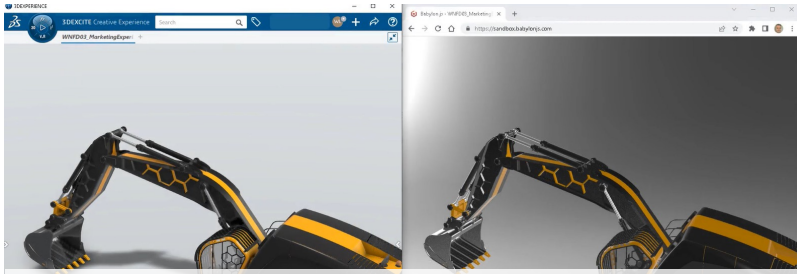
3D DEMONSTRATOR – CORE VALUES



Interactive 3D product experiences: Present compelling product stories, including features and functions, by leveraging the Virtual Twin

Present in context: Stage the product in different conditions and usage scenarios, by using ambience, lights, cameras and virtual humans

Animations & interaction: Showcase product features & behaviors and increase product understanding with predefined UI controls, keyframe animations, Natural Language and even scripting



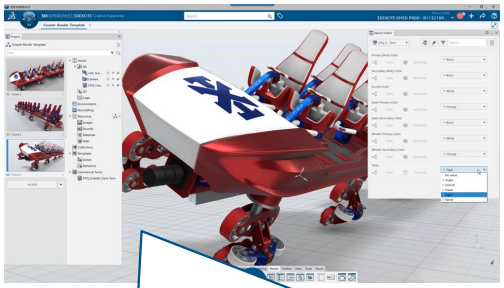
Single-source, multi-channel: Use the optimized interactive experience for event setups, VR, or publish and share it as an online experience in 3DSwYm, HomeByMe or as a 3D web product in glTF

COMMERCIAL CONTENT & EXPERIENCE CREATION PROCESS

3DSWYM

WWW

Commercial Content

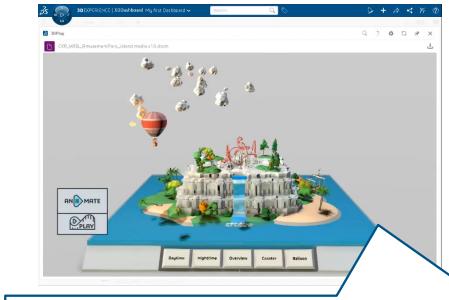


- Scenes to capture media production
- Repeatable render specification
- Scalable production: photorealistic to glTF

Event Experience

- Scenes to capture storyline
- Animation, UI & interaction design
- Realtime experience & VR play

Online Experience



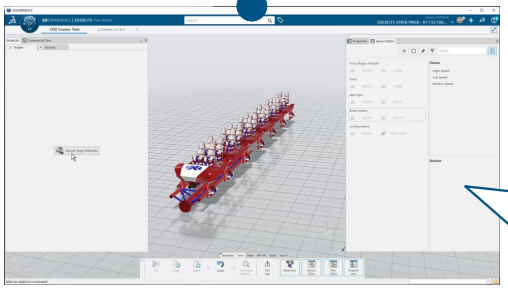
- Published online 3D experience
- Delivery via 3DSWYM or into WWW via “managed play” service

ENOVIA

SOLIDWORKS

CATIA

Product & Portfolio



Commercial Twin

- IP protection & visualization optimization
- IP exposition of geometry, material, variants,…
- IP enrichment with material variants, packages
- Lifecycle management, update on request

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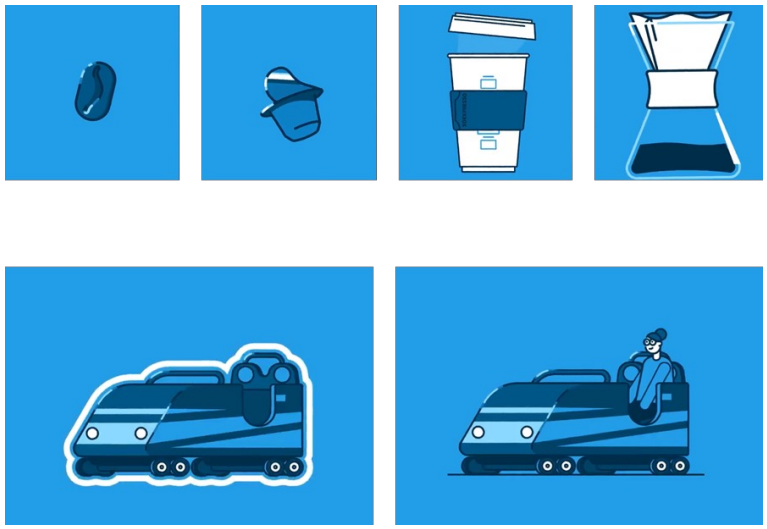
IMPACTFUL PRODUCT EXPERIENCES



- Add storytelling in 3D as a layer of depth to the conventional product narrative
- It offers a unique perspective that goes beyond the technical aspects
- Showcasing products in the context of experiences, we convey the true value of innovations
- It shapes the way we perceive and interact with the evolving landscape of technology

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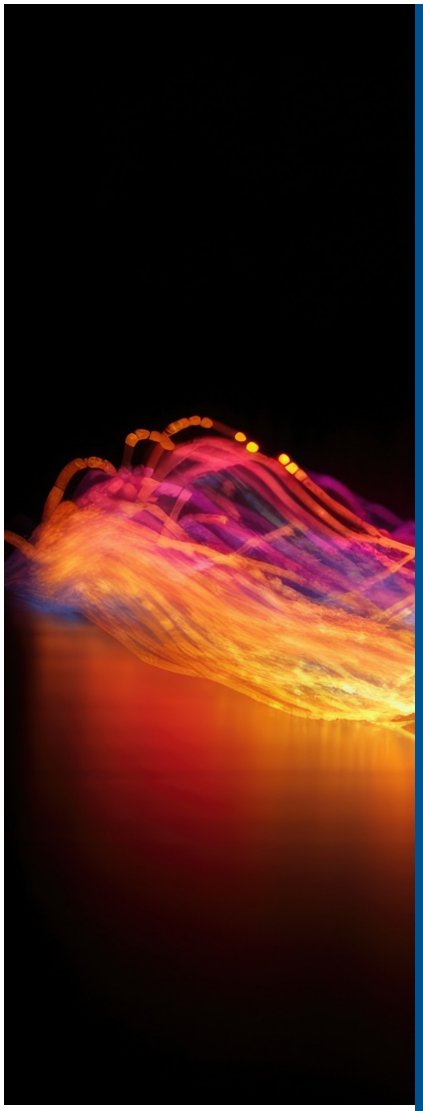

DASSAULT SYSTEMES

LET'S GET CONNECTED!

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DASSAULT SYSTEMES

DASSAULT SYSTEMES

Virtual Worlds for Real Life

THANK YOU FOR YOUR INTEREST