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About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, the Dassault Systèmes group brings value to more than 90,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire lifecycle of products from conception to maintenance. 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 and ENOVIA for global collaborative lifecycle management, including ENOVIA VPLM, ENOVIA MatrixOne and ENOVIA SmarTeam. Dassault Systèmes is listed on the Nasdaq (DASTY) and Euronext Paris (#13065, DSY.PA) stock exchanges. For more information, visit www.3ds.com

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CATIA for Style



The Challenges

Consumers are increasingly discriminating when it comes to style. Products with sleek and stylish features are often the first to leave the shelves, leaving behind the bulky and outdated merchandise. Because of the demand for more aesthetically advanced products, designers need a fast, simple, and user-friendly solution to produce the products that consumers want, while delivering them to market quickly.



“Other packages we used in the past never had the capabilities to take the designs to the limits of the designers’ imagination. We were always limited not by our imaginations, but by the constraints of our tools.”

Forrest Yelverton
Director of Engineering and the
company’s lead designer

PACIFIC CYCLE, INC.

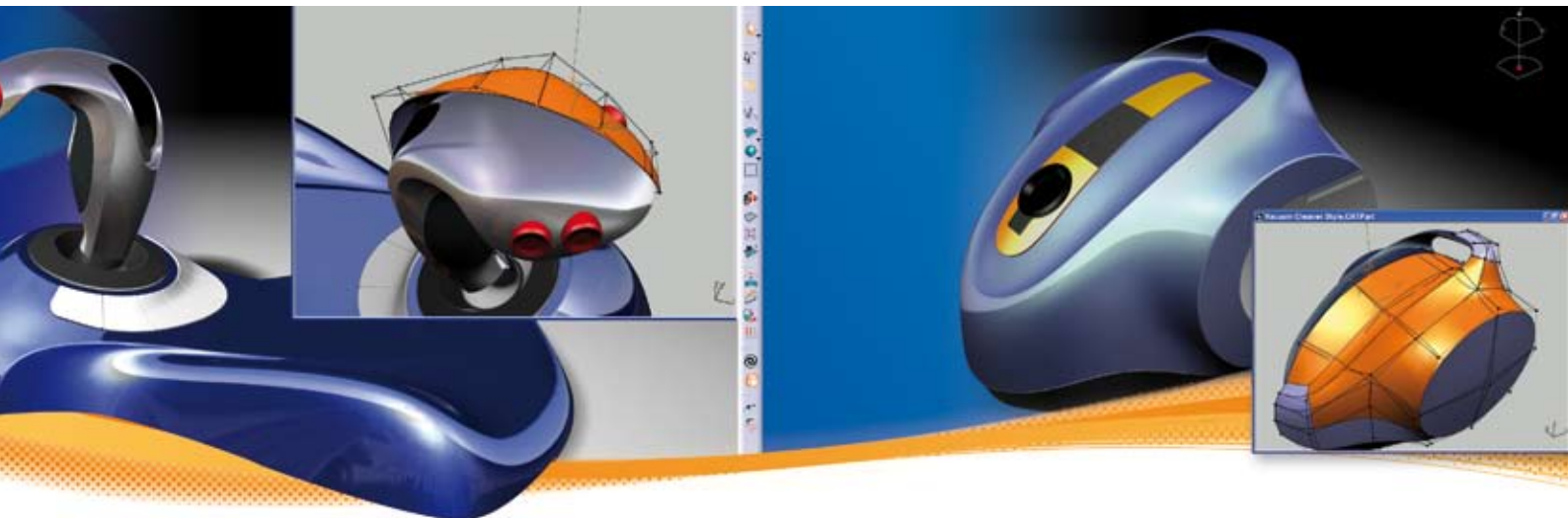
An attractive brand identity is the competitive advantage that separates you from the competition. Because designers alike are persistently seeking to increase brand appeal, they need to develop a distinguished style that is unique to its brand. CATIA for Style offers a solution specifically developed for designers working in small- and medium-sized design and engineering companies who seek to increase brand identity and create products that sharply stand out from the competition.

Designers who want to achieve a leading competitive position aspire to:

- explore design alternatives rapidly
- create more distinguished style
- integrate new technology into products quickly
- supply a consistent product range that reflects the brand’s styling identity
- produce many variants of the same product rapidly
- deliver products to market quickly
- optimize product performance and quality
- take engineering constraints into consideration to minimize product costs.

Express your Style

Most industrial designers don't have time to waste on learning complicated tools, converting data, working on multiple platforms, and starting from scratch with every design. CATIA for Style offers a solution that is intuitive and easy to use while allowing any company that designs aesthetically advanced products to quickly meet its main challenges.



Increase Brand Identity

A renowned brand identity gives you a clear and measurable competitive advantage. It helps you to connect with your customers and strengthen and build relationships, which will naturally continue to increase your brand identity. Customers who are loyal to brands generate repeat business and spread their appreciation by word of mouth to future customers. A good way for companies to differentiate themselves from their competitors and increase customer loyalty is to create a brand that is unique

to the company and easily recognizable by consumers.

CATIA for Style enables you to increase your brand value and customer loyalty by providing a more distinguished style, incorporating innovative technology into products quickly, optimizing product performance and quality, and ensuring product range consistency. It also offers intelligent features and corporate catalogs of standard components in order to ensure the respect of branding rules, product

ESTECH

“With the CATIA V5 Imagine & Shape workbench, we can present our customers with more high quality design proposals than before and propagate changes quickly and easily during the validation phase.”

Baptiste Hannebicque
Design Manager

“CATIA V5 allows us to define a new way of designing our products for a more global market. Captured design know-how can now be repeated by any of our designers.”

Stefan Ginter
Manager for CAD/CAM implementation

HANS GROHE AG

consistency, and architectural optimization.

Save Time

Progressive products are constantly improving and evolving, so if you want to take the leading position and quickly create eye-catching products, you have to stay ahead of the game.

CATIA for Style speeds product development at every stage and helps you

make decisions faster.

You can quickly capture and share stylist intent by integrating 2D styling pictures in the 3D assembly level so that designers have a solid reference. With the use of powerful 3D conceptual tools, you can rapidly explore many design alternatives and design at the speed of imagination. Thanks to its powerful visualization capabilities, you can easily and effectively



illustrate and communicate your ideas and concepts. Any modifications in 3D conceptual design are automatically propagated down to rendering applications with no additional work. You can save even more time with the use of built-in knowledge templates, which enable you to build on the technology that you already know is accurate.

Deliver Quickly

Your customers are eagerly awaiting your latest products and count on you to deliver as promised.

CATIA for Style helps you to reduce your development cycle time and react rapidly to the latest consumer trends. You can deliver a wider product range and incorporate the latest market trends. Faster delivery is possible by accelerating iterations, working concurrently on a single platform, modifying easily at any time in the design, and collaborating throughout the supply chain.

CATIA for Style is based on one single platform, which makes it easy to modify the design at any point in the design process. The modifications are propagated

throughout the design, so that the changes are effective everywhere without repetitive tasks. The single platform also enables industrial and mechanical designers to work on the same data, which eliminates the traditional gap and speeds productivity. In addition, engineers at every phase are able to share design data and work concurrently without the need for complicated data conversions. Suppliers are integrated at the very first step of product development,

permitting early, secure, and easy collaboration throughout the supply chain.

Reduce Costs

Consumers have grown impatient with slow product turnover in today's ever changing world, making a swift product turnover necessary in order to keep their interest. Consumers who are eager to purchase products based on the latest trends and styles contribute to a high product turnover

ENPRANI

“With CATIA V5, design productivity has improved significantly because we can design in 3D mode, conduct design reviews and communicate ideas visually.”

Jeon Gyeong-jin
Design Team Leader



rate. Fast product turnover creates an absolute need for product development cost reduction.

CATIA for Style is built on reverse engineering functionalities to avoid starting from scratch. You can lower total costs by providing designers with easy-to-learn and easy-to-use applications for better productivity. It allows you to minimize development costs by suppressing non-essential data conversion operations.

CATIA for Style' rendering capabilities

eliminate the need to create physical mock-ups for styling validation, reducing costs even further by increasing the number of virtual prototypes. Plus, it offers virtual simulation through stress analysis and digital pre-assembly.

GID DEVELOPMENT CORPORATION

“CATIA V5 Imagine & Shape workbench allows the designer to quickly develop several concepts which can be easily modified in collaboration with the client to achieve a single design that can then proceed to the next development phase. Time savings of 30% have been achieved in the completion of a project's first phase.”

Pat McCarville
President

Design Freedom

Especially created to make your ideas come to life, CATIA for Style is based on the CATIA PLM Express offering, specifically designed for small and medium-sized businesses. Quickly deployable, it provides CATIA design excellence at an affordable price. Imagination of industrial designers knows no boundaries. CATIA for Style thrives it without constraints.



“Because styling is not a linear process, industrial designers need flexible software that behaves close to the way that they are working. CATIA V5 enables them to manipulate shapes with unrivaled freedom, and to make changes possible at any time.”

Bob Lee
Senior Lecturer and Industrial Designer
of Konstfack University

KONSTFACK UNIVERSITY

Capable of addressing the complete product development process, from ideation through product-in-service, in a fully integrated and associative manner, CATIA PLM Express is engineered to address the customer’s specific business needs and company organization. Organized in six job-related roles, it gives customers the ability to rapidly and easily define the solution that matches their business expectations.

valued options allow you to explore new design concepts and communicate them easily thanks to high-quality visualization capabilities. Plus, you can integrate engineering constraints early and deliver a final design quickly.

When used in conjunction with CATIA Team PLM, the core configuration of CATIA PLM Express, the four following high

Concept Product Creation delivers ultra-fast modeling technology for industrial designers to embrace styling creation, directly in the CATIA design environment. It includes the powerful ray-tracing engine, enabling realistic simulation of the product's appearance for quick style validation.

Reverse Engineering makes it possible to quickly capture physical prototype shapes in order to enhance their style, making the 3D virtual model the design reference. It provides powerful technologies in the CATIA environment that enable the easy manipulation of clouds of points and their quick transformation into high-end 3D surface shapes.



Realistic Dynamic Rendering provides a comprehensive set of tools to simulate and iterate product appearance. This allows design teams to front load more decisions in the virtual stage of development before investing in expensive prototypes, production resources, and product launch activities.

Free Style Shape Design is used to design details on styled shapes thanks to the powerful technology that makes it possible to transform conceptual shapes into high-end styled ones that are then ready for class-A or manufacturing processes.

For further information, please visit our website at www.3ds.com/catiforstyle

QUADRO CONSULTING LTD

“CATIA V5 has a level of integrity which lets us conceive our ideas on screen and take them seamlessly through to manufacture.”

Morag Hutcheon
co-founder