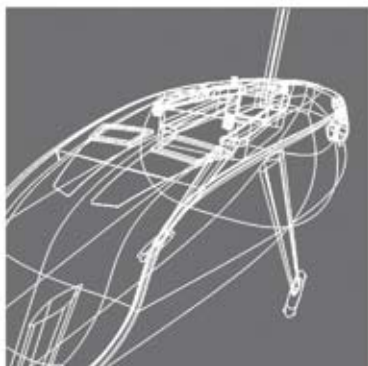
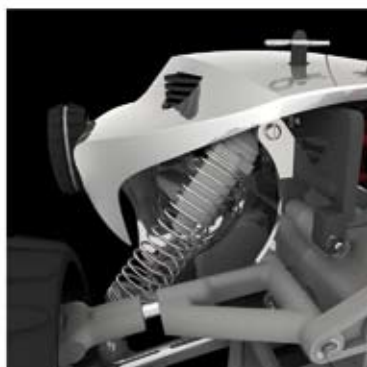
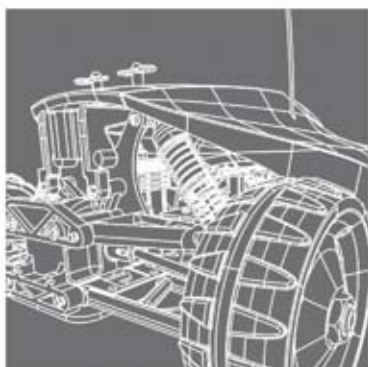
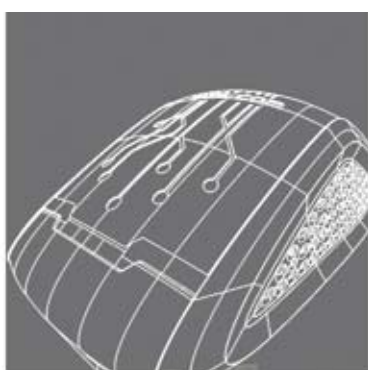


C A T I A F O R D E S I G N



T H E C H A L L E N G E

BOOSTING INNOVATION FOR DESIGN EXCELLENCE

When it comes to design, we are all increasingly discriminating. As a direct consequence, products combining the best performance and usability through design are clearly preferred. As designers, our daily challenge is to imagine and create the products we are dreaming about, anticipating market trends and expectations we have as consumers.

The solution you are relying on has to be almost like a part of yourself, an extended arm for you to freely express your creativity, as well as provide you with best-in-class performance.

Whatever the size of your design structure, Dassault Systèmes' CATIA For Design is your innovation catalyst. You can rely on its robust set of dedicated design applications to push your leading position forward, and to support your efforts to make your competition just... irrelevant.

create

imagine

experience

T H E E X P E R I E N C E

I M A G I N E

Imagine & Shape your next product generation with a unique and intuitive **virtual clay** modeling approach.

Start your 3D ideation either from scratch or from your 2D sketches: grab a basic shape, squeeze it, stretch it, combine it with other shapes, move it, test it, and iterate.

With a reduced set of commands, discover a new “extended arm” to express your ideas in “full HD” 3D, sharpening your communication for more impact

ecodesign

C R E A T E

Just be the **imagineers of a better world**.

Not only can you manipulate shapes with unrivalled freedom, but also take full advantage of a true **creativity** accelerator to quickly explore and test many more ideas in the early conceptual phase. Make changes at any time throughout the design process, discover the opportunities of each option, and build up product range and relevant brand portfolio. Express your creativity and leverage your added value!

From **conceptual design** to engineering, CATIA streamlines product design while enabling creators to build, leverage, and share their design intent.

And how about integrating key concerns such as energy efficiency, emissions, and product recycling specifications from the early stages of your product development process? Sustainable development is one of our shared objectives. CATIA federates your corporate assets, enabling all project actors to capitalize and re-use your **ecodesign** practices, from first project ideas to recycling.

Share



S H A R E

3D becomes the **common language** throughout your value chain.

CATIA leverages 3D as a universal and natural language to enable all disciplines such as marketing, design, engineering, manufacturing, or purchasing to share your product creation process. Decision making is immediately accelerated, creating more room for innovation.

The single platform for multi-disciplinary collaboration puts everyone in touch in a constant, dynamic information space. Your products are imagined, built, and shared “real time” in a concurrent development stream. Issues are detected earlier, and solved before they get too advanced, while everyone in the value chain is kept up-to-date.

See what you mean!

lifelike

EXPERIENCE

Experience your product in **lifelike** conditions before it reaches the real world

How about maximizing the chance for your creations and concepts to come to life?

Early simulations can be a part of the answer. Kinematics, stress, thermal, or vibration analysis lead you to unexplored innovative options, with valuable time and energy savings.

Involve your customers, validate concepts, and make better decisions, earlier. Create lifelike conditions to submit concepts and ideas with renderings, animations, and behaviors. Dynamic reflections, shadows, and texture mapping become your (high) standard working environment, for real-time decision making.

Changing your mind?

Receive instant graphical feedback for any change in the scene settings.

Need visuals for your customer proposal?

Position your cameras and shoot incredibly realistic pictures as well as video animations.

Share

Structure, Construct
Destructure, Restructure, De
Structure,



, construct...

Y O U D E S I G N

INTUITIVE ACCESS TO THE POWER OF CATIA

Understanding your needs and concerns as creative people has been the key driver to build-up the solution that fits your expectations. Design is not a linear process and calls for flexible tools that behave close to the way you are working, as designers. A dedicated solution built by designers, for designers, this is what CATIA For Design is all about.

Reaching the tipping point, CATIA For Design unites emotional and rational content. It brings together the best of creativity (art) and engineering (science) in the most exhaustive combination of imaginative/creative and structuring tools.

Flexibility and intuitiveness coupled with a powerful platform and performance, all the way from original ideas to physical product. With CATIA For Design, it's here and now!



DASSAULT SYSTÈMES DESIGN STUDIO: A LABORATORY OF IDEAS

Design has become a strategic asset for most of the advanced industry leaders. As a major contributor to this momentum, Dassault Systèmes now integrates design-oriented fundamentals to leverage the value proposal for its current and future design solutions portfolios.

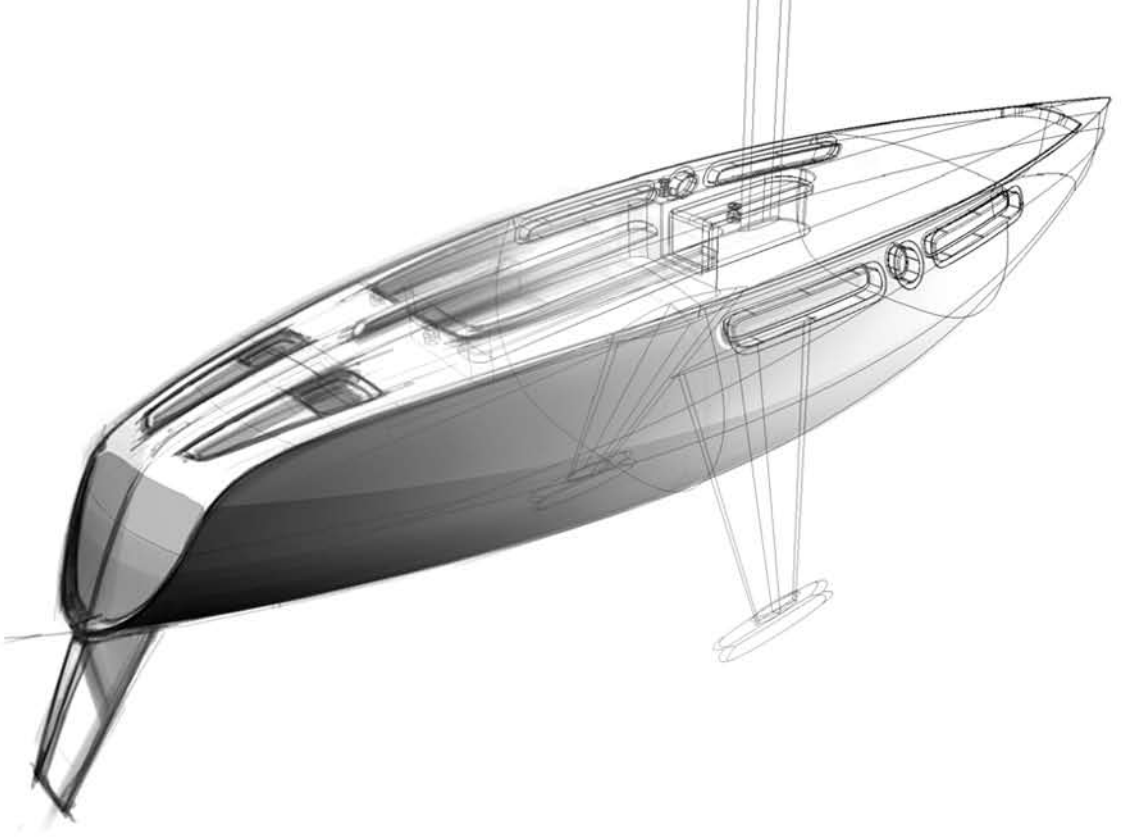
Sharing her 20+ years of experience in leading positions with such industry leaders as Renault and General Motors Advanced Design, Anne Asensio joined DS as Vice President, Design Experience, to structure and grow our design efforts, leading up to the creation of DS Design Studio.

Thinking beyond boundaries, redefining the solutions scope, and imagining the future of DS Design Solutions are some of the opportunities for DS Design Studio. Taking a “lab” approach, DS Designers look for new perspectives via friendly

user interaction, drill into unexplored technology for new potential applications, and explore new uses for new devices.

Design is about people brainstorming, sharing ideas, and innovating in a collaborative spirit. The more diverse inputs you get to feed the creation process, the more interesting outputs you get. Differences in people’s cultures and backgrounds provide an incredible cross-fertilization opportunity to invent the future.

Starting with well-known actors from the international design community, DS Design Studio is building a network of partners. Design offices, design schools/universities, local associations, and industry design departments will share knowledge, experience, and resources. A small investment by each participant generating significant benefits for the whole community.

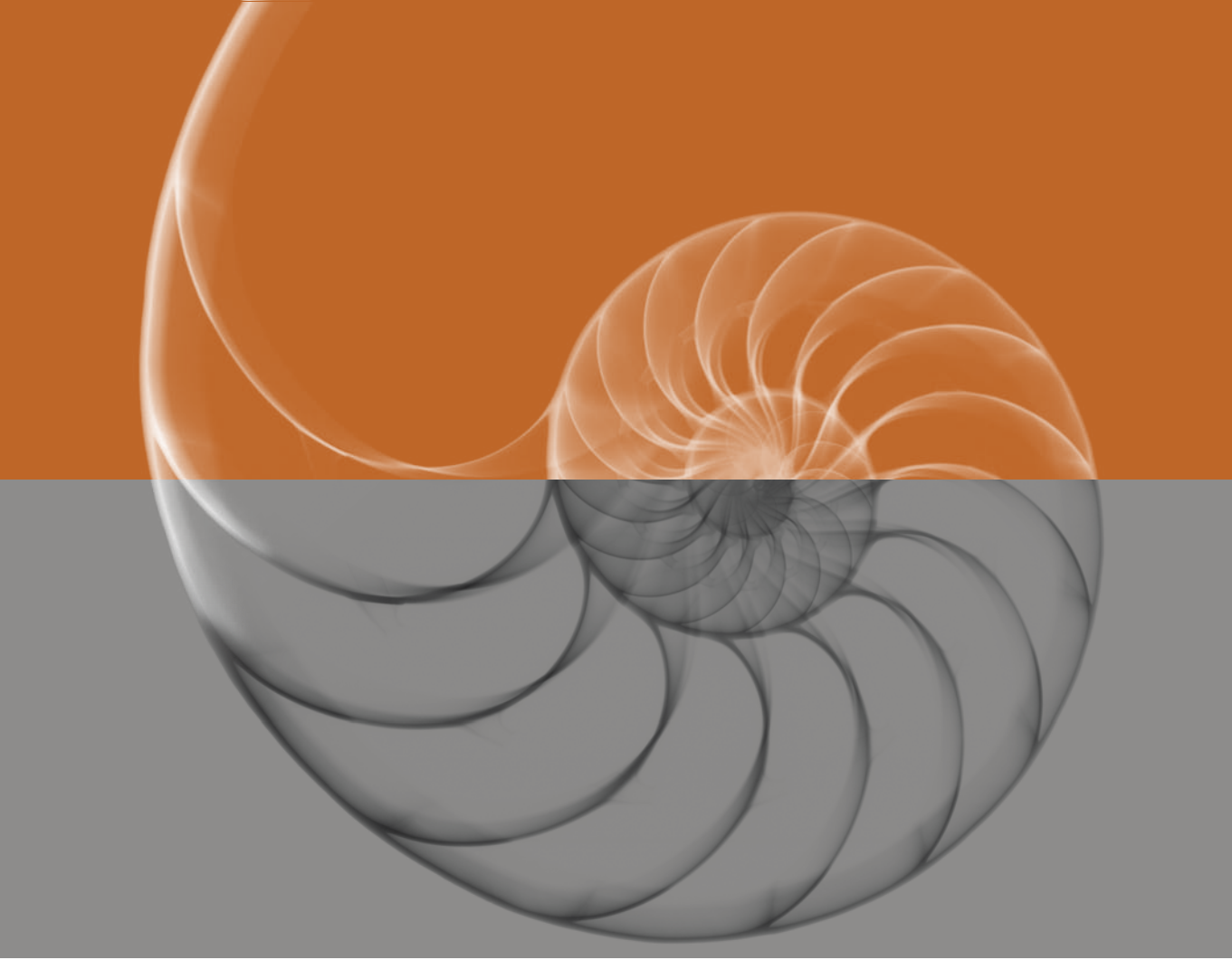


FUTURE DESIGNERS TALK ABOUT CATIA FOR DESIGN

A number of pilot projects are taking place in well-known design schools. After a 2-day training, students in their 4th year are able to define real concepts “on the fly”. Some of them immediately decide to use CATIA For Design for their 5th year graduation project.

The feeling of keeping the situation “under control” provides the Designer with the self-confidence he or she often needs to undertake developing the coolest and craziest concepts.





C A T I A F O R D E S I G N

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