

3DEXPERIENCE City:
Urban Solutions for Cities of the Future
2016 Media Kit

Dassault Systèmes Press Contacts

Corporate / France

Arnaud MALHERBE

arnaud.malherbe@3ds.com

+33 (0)1 61 62 87 73

North America

Suzanne MORAN

Suzanne.moran@3ds.com

+1 (781) 810 3774

EMEAR

Virginie BLINDENBERG

virginie.blindenberg@3ds.com

+33 (0) 1 61 62 84 21

China

Grace MU

grace.mu@3ds.com

+86 10 6536 2288

Japan

Yukiko SATO

yukiko.sato@3ds.com

+81 3 4321 3841

Korea

Myoungjoo CHOI

Myoungjoo.choi@3ds.com

+82 10 8947 6493

India

Seema SIDDIQUI

seema.siddiqui@3ds.com

+91 1244 577 100

AP South

Tricia SIM

tricia.sim@3ds.com

+65 6511 7954

Cities Today and the Challenges of Urbanization

In 2008, the world experienced a demographic milestone: For the first time, the number of people living in urban areas surpassed those in rural ones. According to UN Habitat, more than 200,000 people arrive in urban centers every day. As a result, the urban population is expected to represent 75 percent of the world's population by 2020.

By 2050, 9.6 billion people will live on the planet, many in cities that are decades or centuries old, built for much smaller populations with very different needs. As these new metropolises gestate and grow, they risk becoming sprawling, inefficient sinks, wasting precious resources such as land, water and energy, and becoming harder to manage logistically. Already, large cities consume more than half of the energy produced and emit 80 percent of the world's carbon emissions.

This movement of people is pushing industry, government and citizens to rethink how cities can be transformed into more efficient, sustainable and human territories.

3DEXPERIENCE City

Dassault Systèmes, through its 3DEXPERIENCE platform, provides 3D design software, 3D digital mock-up and product lifecycle management solutions designed to support companies' innovation processes that drive successful end-customer experiences. These collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world.

Dassault Systèmes recognizes that the challenges of urbanization can be addressed by putting people at the heart of the renewal process. 3DEXPERIENCE City, powered by the 3DEXPERIENCE platform, is a 3D collaborative environment to virtually represent, extend and improve the real world and manage data, processes and people of sustainable cities.

Relying on the same virtual applications that have transformed how products are designed, produced and supported, 3DEXPERIENCE City federates data from sensors and city systems into a virtual referential that benefits everyone. Architects, city planners, governments, businesses, and citizens can reinvent collaboration, connect unrelated disciplines, intelligently use data, better leverage existing resources and virtually explore a city's future and its effects on its citizens and the planet.

For officials, 3DEXPERIENCE City offers advanced modeling technology to simulate 'what if' scenarios to test concepts and develop optimal solutions in the following city domains: mobility, utilities, health and human services, security and public safety, environment and planning, facilities and management, education and culture, economy, and e-government. For business, 3DEXPERIENCE City acts as virtual marketplace where people can offer goods and services. For citizens, 3DEXPERIENCE City is a community space that serves as a collaborative hub, conversation forum and information portal.

Dassault Systèmes to Demonstrate Sustainable Urban Solutions at the World Cities Summit

3DEXPERIENCE City Platform Reveals the Future of City Resources, Services, Infrastructure and Logistics

VELIZY-VILLACOUBLAY, France — July 8, 2016 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that it will showcase how the 3DEXPERIENCE platform is helping industry, government and citizens worldwide to imagine, develop and experience sustainable urban solutions at the [World Cities Summit](#) in Singapore from July 10-14, 2016. The company's on-site experiences will include immersive, virtual reality universes with the HTC Vive.

Industrial change is taking place at many levels with the emergence of smart products, 3D printing and automation. These major trends will impact the world economy and society, and converge in cities of the future that will boast and connect intelligent systems. Given that almost 60 percent of the world's population already lives in urban centers, innovations are essential to reconcile economic growth with sustainable development.

In the context of this year's theme, "Liveable & Sustainable Cities: Innovative Cities of Opportunity," Dassault Systèmes will enable World Cities Summit visitors to experience the future of health and social services, utilities, mobility, security and public safety, facilities management and environmental planning in sustainable cities. Three locations at the event will feature Dassault Systèmes' [3DEXPERIENCE City](#), including 3D virtual reality environments with the HTC Vive, gaming, demonstration videos and discussions that inspire a thought-provoking understanding of urban economic and social opportunities.

In the city of Singapore's official "Towards a Smart & Sustainable Singapore" pavilion, visitors can discover how "Virtual Singapore" integrates city data from sensors and systems in 3DEXPERIENCE City's collaborative environment to virtually represent and manage Singapore's data and processes. "Virtual Singapore" is championed by National Research Foundation (NRF), the Singapore Land Authority (SLA) and Infocomm Development Authority of Singapore (IDA), in collaboration with Dassault Systèmes.

Dassault Systèmes' invitation-only hospitality suite will virtually transform into a penthouse with 360° city views. Here, guests can participate in an interactive, immersive review of an urban master plan. As four fictional city stakeholders—mayor, town planner, architect and economic development manager—they can access and share 3DEXPERIENCE City data in a virtual environment to collaborate on traffic, business activity, public services and architecture.

At Dassault Systèmes' booth, consumers can engage in fun and easy 3DEXPERIENCE City serious game and virtual reality experiences. These demonstrate how urban solutions can begin at home and collectively impact a city, by challenging players to improve their level of

sustainability while changing the virtual configuration of a Singapore apartment.

“We are now entering an era of urban renaissance centered on quality of life and economic efficiency. In this era, experiences are necessary to open up new avenues for collaboration, discussion, planning and, ultimately, sustainable living,” said Dominique Florack, President, Research and Development, Dassault Systèmes. “The 3DEXPERIENCE platform facilitates this on city official, business and individual levels: to analyze and manage city resources and services, virtually simulate ‘what if’ infrastructure and logistics scenarios, as well as to serve as an information portal or a virtual marketplace.”

Dominique Florack will participate in the panel discussion “Building Resilient Cities and Communities – Strengthening the Physical City,” hosted by Henk W. J. Ovink, Special Envoy for International Water Affairs for the Kingdom of the Netherlands, on July 12 from 9-10:30 a.m.

Dassault Systèmes’ hospitality suite will be located on Level 4 #4412, and both its booth and “Virtual Singapore” on Level 5.

For more information about Dassault Systèmes’ 3DEXPERIENCE City initiative, visit: www.3dexperiencecity.com

About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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China	Grace MU	grace.mu@3ds.com	+86 10 6536 2288
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Dassault Systèmes and Cybernaut Investment Group Sign Agreement to Support Innovation in China with the 3DEXPERIENCE Platform

Two Companies Collaborate on 3D Industry Park Construction and Smart City Projects

VELIZY-VILLACOUBLAY, France— June 10, 2016 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, and Cybernaut, a leading investment group in China focusing on emerging industry, signed a strategic cooperation agreement on a series of 3DEXPERIENCE platform-related projects including building Industry Parks, cultivating 3D talents and smart city programs.

As the leading private equity fund in China, Cybernaut Investment Group focuses on emerging industry with high potential of consolidation and high value as a platform. Cybernaut manages over RMB 100 billion to provide capital support to new infrastructure based on cloud computing and big data and to support the transformation of traditional industry to China's "Internet Plus" initiative. In addition, it has become a valuable partner of many cities in China for their smart city plans. Zhu Min, President of Cybernaut, has been focusing on the high-tech industry for many years, and established WebEx in United States in the 1990s.

In the agreement, Dassault Systèmes and Cybernaut agreed to create Industry Parks in several cities where the 3DEXPERIENCE platform would be deployed to support the faster development of small and medium-sized businesses (SMBs), to work together on education to cultivate 3D talents in industry nationwide, and to contribute to building a number of smart cities. The two parties intend to nurture innovation in China in the context of the "Made in China 2025" industrial development initiative.

"With our solid experience on the 'Virtual Singapore' project, Dassault Systèmes is confident that we can replicate successful examples in other cities around the world," said Bernard Charlès, President & CEO, Dassault Systèmes. "By cooperating with Cybernaut, which is a pioneer in smart city-related projects and in supporting SMBs from emerging industry in China, we will be able to use our 3DEXPERIENCE platform to support the fast development of SMBs or startups. What is even more meaningful is to contribute to education. This aligns with the long-term vision of Dassault Systèmes."

"We look forward to the potential value and future development of 3DEXPERIENCE technology, and our cooperation with Dassault Systèmes can develop complementary advantages to boost the application of this technology and to realize business benefits for both companies," said Zhu Min, President, Cybernaut. "In the meantime, we wish to enhance the public's awareness of the value and advantages of 3D technology and big data through our joint efforts, so as to push the technology and service innovation of China for 'Made in China 2025.'"

For more information about Dassault Systèmes' 3DEXPERIENCE City initiative, please visit:
<http://www.3ds.com/stories/how-can-technology-shape-future/imagining-more-sustainable-city/>

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Dassault Systèmes to Develop Smart Facility Solution Based on the 3DEXPERIENCE Platform

3D Experience of LifeCycle Tower ONE Building in Austria Demonstrates the Next Generation of Sustainable Management and Operations

VELIZY-VILLACOUBLAY, France — March 21, 2016 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that it has participated in a landmark smart office building project in cooperation with Rhomberg Group, Zumtobel Group, Bosch Software Innovations, and Modcam AB. With this project, Dassault Systèmes aims to introduce more sustainable management of homes, commercial buildings and factories to smart cities of the future.

The pilot project at the LifeCycle Tower (LCT) ONE building in Dornbirn, Austria was presented during the 2016 [Bosch ConnectedWorld](#) event in Berlin, Germany. The modern LCT ONE, owned by Rhomberg Group and equipped with a state-of-the-art Zumtobel lighting solution and smart controls system, is ideal to turn into an innovative connected building targeting the highest standards of sustainability and user comfort.

The LCT ONE project is the latest from Dassault Systèmes' 3DEXPERIENCE City initiative to virtually represent, extend and improve the real world and manage data, processes and people of sustainable cities. This initiative addresses architecture, infrastructure, planning, resources and inhabitants so that stakeholders can virtually explore a city's future and its effects on its citizens and the planet.

In this context, Dassault Systèmes' 3DEXPERIENCE platform offers a unified virtual environment for design, simulation and seamless exchange of information between electronics, mechatronics and sensors of each system in smart objects, buildings or vehicles. Real-time monitoring and analysis of [Internet of Things \(IoT\)](#) components and systems operations can help optimize the next generation of design.

In the LCT ONE project, the 3DEXPERIENCE platform provides real-time insights into the building's usage and technical health to optimize energy efficiency and occupancy. These include energy usage and savings per luminaire, per floor or for the entire building, 3D visualizations of presence data and a heat map that shows occupancy to help optimize usage. Maintenance insights include luminaire failure notifications, operating hours and the usage history of the lighting system. Knowledge about preferred lighting scenes helps optimize light settings and, as a result, increase end-user satisfaction.

“The IoT is evolving into the ‘Internet of Experiences,’ where devices are digitally connected to the physical world around them to become part of a living experience shaped by interactions among people, places and objects,” said Monica Menghini, Executive Vice President, Chief Strategy Officer, Dassault Systèmes. “By cooperating with Bosch Software Innovations and other innovators in their respective industries, we can demonstrate how sensor information can be easily harnessed from any big data repository in real time and linked to the 3DEXPERIENCE platform’s realistic representation of a virtual environment. In this case, the 3DEXPERIENCE building actually becomes the master reference for planning, simulating and operating the estate. Sustainable cities can become a reality sooner than we think.”

Dassault Systèmes will present this and other 3DEXPERIENCE City projects during its [Design in the Age of Experience](#) conference in Milan, Italy on April 12-13, 2016.

For more information about Dassault Systèmes’ 3DEXPERIENCE City initiative, please visit: <http://www.3ds.com/stories/how-can-technology-shape-future/imagining-more-sustainable-city/>

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Dassault Systèmes and National Research Foundation Collaborate to Develop the Virtual Singapore Platform

Pioneering Virtual Singapore Project to Solve Emerging and Complex Challenges Faced by Singapore

VELIZY-VILLACOUBLAY, France — June 16, 2015 — [Dassault Systèmes](http://www.dassault-systemes.com) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced a cooperation with the National Research Foundation (NRF), Prime Minister's Office, Singapore, to develop Virtual Singapore, a realistic and integrated three-dimensional (3D) model with semantics and attributes in the virtual space. Advanced information and modelling technology will allow Virtual Singapore to be infused with static and dynamic city data and information.

Virtual Singapore is a collaborative platform with a rich data environment and visualization techniques that will be used by Singapore's citizens, businesses, government and research community to develop tools and services that address the emerging and complex challenges Singapore faces. This project will build upon Dassault Systèmes' 3DEXPERIENCE City to create a dynamic, 3D digital model of Singapore and connect all stakeholders in a secured and controlled environment. The model will employ data analytics and simulate modeling capabilities for testing concepts and services, planning, decision-making, researching technologies and generating community collaboration.

With images and data collected from various public agencies, including geometric, geospatial and topology, as well as legacy and real-time data such as demographics, movement or climate, Virtual Singapore users will be able to create rich visual models and realistic large-scale simulations of Singapore. Users can digitally explore the impact of urbanization on the city-state and develop solutions that optimize logistics, governance and operations related to environmental and disaster management, infrastructure, homeland security or community services.

"Singapore is the most advanced city in the world in terms of leveraging technology to plan and manage its transformation over the next decades, and its government's forward-thinking vision towards a Smart Nation parallels our own mission to harmonize product, nature and life through 3D universes," said Bernard Charlès, President & CEO, Dassault Systèmes. "Cities are some of the most complex 'products' created by humanity. Through more efficient and accurate predictions of future experiences within these cities using state-of-the-art tools and applications, we can better anticipate national resource planning or provision of services, and contribute towards a more sustainable quality of life. We hope to see other cities echo Singapore's exciting initiative."

Dassault Systèmes' 3DEXPERIENCE City, powered by the 3DEXPERIENCE platform, provides a scalable, single unified hub to represent, extend and improve the real world and manage data, processes and people of sustainable cities. 3DEXPERIENCE City addresses architecture,

infrastructure, planning, resources and inhabitants through virtualization, simulation and collaboration capabilities.

Research, innovation and enterprise are central to Singapore's development as a knowledge-based economy and society as it helps to provide solutions to improve people's lives, create job opportunities and enter new industries. Virtual Singapore was launched in December 2014 as part of Singapore's Smart Nation drive. The Virtual Singapore platform is expected to be completed by 2018.

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EMEAR	Julie BOUCKAERT	julie.bouckaert@3ds.com	+33 1 6162 5371
	Carola VON WENDLAND	carola.vonwendland@3ds.com	+49 89 960 948 376
China	Grace MU	grace.mu@3ds.com	+86 10 6536 2288
Japan	Yukiko SATO	yukiko.sato@3ds.com	+81 3 4321 3841
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SINGAPORE DREAMING THE SMART CITY

Dassault Systèmes' **3DEXPERIENCE**City solution is providing the Virtual Singapore platform with a digital referential of the city. Sustainable, connected and participative – the city truly is becoming smart.



THE PROMISE OF A VIRTUAL SINGAPORE

INSIGHT FROM

George Loh,
Director Programmes, Singapore National Research Foundation

Singapore faces many challenges and our researchers are attempting to address some of them by developing models and through simulation. We decided to work on 3D models – the starting point for the Virtual Singapore project – and when we found about the **3DEXPERIENCE** platform, we knew it would provide

us with an opportunity to build a virtual Singapore to work on and test out scenarios. There is a huge influx of data in the world today, which will be increasingly generated dynamically in real time, via connected devices and the Internet of Things. We are running an experiment that draws on data from the urban environment, while also giving our students a firmer

grasp of data about themselves. Our partnership with Dassault Systèmes has been honest and open, both in terms of our relationship with the R&D team and management as a whole. Our goals are perfectly aligned."



PROJECT MANAGEMENT

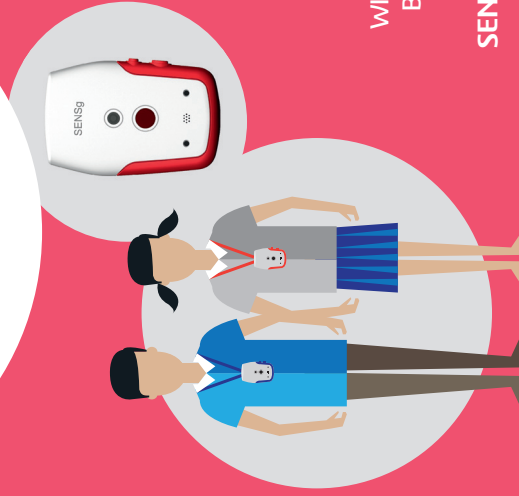
VIRTUAL SINGAPORE

is led by the Singapore National Research Foundation, in partnership with the Singapore Land Authority and the Infocomm Development Authority of Singapore. The gradual roll-out of the project is expected to be completed in 2018.



3DEXPERIENCity

THE VIRTUAL SINGAPORE PROJECT IS BACKED BY THE 3DEXPERIENCY SOLUTION, WHICH WAS DEVELOPED BY DASSAULT SYSTEMES IN 2012 AND ENHANCED IN APRIL 2013 BY THE ACQUISITION OF TERRITORY-MODELING SPECIALIST ARCHIVÉO. THE PROJECT IS MUCH MORE THAN SIMPLY A 3D VIEW. IT'S A DIGITAL INDEX OF THE CITY – EVERY BUILDING IS IDENTIFIED IN THE SYSTEM, ALONG WITH DATA ON ITS CONSTRUCTION, MANAGEMENT, AND THE TRANSPORTATION AND ENERGY NETWORKS THAT SERVE IT.



JUNE 2015

DECISION AND AGREEMENT

Dassault Systèmes develops Virtual Singapore, in collaboration with the Singapore Research Foundation, to provide 3D modeling of the city for government, business, researchers, and citizens.

SEPTEMBER 2015

SENsg TRIAL

WITH SINGAPOREAN STUDENTS BY THE SINGAPORE NATIONAL RESEARCH FOUNDATION

SENsg: A LABORATORY WORN AROUND THE NECK

Designed and developed by researchers at Singapore University of Technology and Design (SUTD), SENsg is a small box that is worn around the neck. A full-fledged miniature laboratory, the device has sensors that measure travel, number of steps taken, temperature, humidity, atmospheric pressure, light intensity, and sound pressure levels.

It uses Wi-Fi signals to identify its location and upload the collected data to a secure database, once a known hotspot is within range. The data is anonymous, stored securely, and can be viewed by the participants that produced it.

DECEMBER 2014

PRESENTATION OF THE 3DEXPERIENCE SOLUTION DURING THE VIRTUAL SINGAPORE CALL FOR TENDERS

In 2005, Singapore launched iN2015, a 10 year-program to transform the city-state into an intelligent nation, a global city. The agency in charge, the Smart Nation Programme Office, reports directly to the Prime Minister's Office.

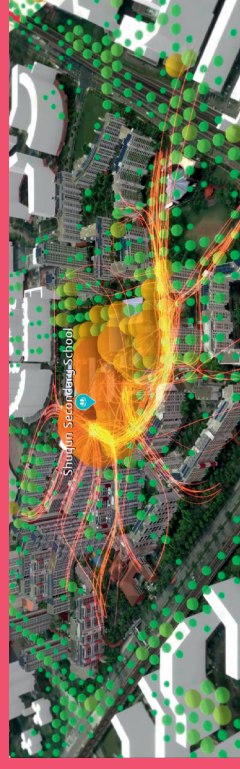
JUNE-SEPTEMBER 2015

CONSTRUCTION OF VIRTUAL SINGAPORE



DECEMBER 2015

PRESENTATION OF THE FINAL PLATFORM AND EMBEDDING OF ALL TRIAL DATA



2018

VIR- TUAL SINGA- PORE

DATA

NSE AND DATA CROWDSOURCING

The National Science Experiment (NSE) has two main goals: to introduce students to the practical applications of science, technology, engineering, and mathematics, and to gather data on their environment that can be input into Virtual Singapore. Organized by the Singapore National Research Foundation and a number of partners from the academic and scientific world, the program kicked off in 2015 with a pilot project involving 300 young Singaporeans. There were 45,000 participants by the end of 2015, and more than 250,000 students are expected to take part by 2017. The participants are provided with a SENSg, a device capable of gathering multiple types of physical data on the environment. This information is sent to a central server using wireless technology. The students can view data about themselves online, such as number of steps walked, time spent outdoors, travel, and their carbon footprint. Projects like SENSg will help make the use of big data perfectly normal for the participants.

