



PRESS KIT

THE ONLY PROGRESS IS HUMAN

#progressishuman

 **DASSAULT
SYSTEMES**

INTRODUCTION FROM BERNARD CHARLÈS

WELCOME TO THE IMAGINATION CENTURY

► WE STAND AT THE THRESHOLD OF A NEW WORLD.



As we strive to innovate new products and services, what are we taking from and giving back to our planet?

I feel strongly that sustainability has to be embedded in all future design, be seen holistically as related to what humankind can imagine, create or produce, and place the human experience at the very heart. After all, what better way is there of appreciating the strides we can make while realising the repercussions they could have? We should think about progress in terms of balance – seeking to harmonize product, nature and life in our daily lives.

We want to show the world how Dassault Systèmes is using 3D experiences to put people at the forefront of sustainable innovation. Indeed, the greatest value of virtual worlds lies in the potential they offer for imagining the future: virtual universes are spaces where we can represent and experiment with our imagination. They allow people to imagine a better future while understanding the social and environmental impacts of every design decision they make.

I have a vision for the future, one in which our virtual universes are used to create harmony between product, nature and life. I'm convinced that this lies at the heart of the 21st century – the primary driver of innovation and the key to every sustainable undertaking.

But the power of a vision is only revealed through actual realization. That is why we decided to bring this vision to life through 10 Acts that will allow the public to explore our ideas for the future. These Acts – each focusing on an area of crucial importance to humanity – will challenge perceptions and inspire action. They will reveal a future where virtuality and creativity combine to show that, if we ask the right questions, we can change the world.

We have already demonstrated what is possible when you create a 'virtual twin experience' of the real world. When we created the first-ever 3D model of a beating human heart, it ushered in bespoke treatments for heart disease. When we created the first-ever full-scale virtual model of a city, it showed how society can revolutionize the way urban landscapes are organized and managed.

Of course, pioneering groundbreaking solutions is nothing new for Dassault Systèmes. Throughout our 40-year history, we have made possible landmark shifting points that have changed industry and the world around us.

Now, we're enabling the goals of the next generation – a generation that dreams not only of a better world, but of a more sustainable one too. I hope you can join us as we demonstrate that, with the human experience at the center, this is not an impossible dream. And in this brave new paradigm, virtual will be the vital link between the imagination, the useful and the sustainable. The ability to imagine, the passion to learn, the willingness to dare, and the art of how we make it happen will be crucial. We want to reveal, celebrate and enable the incredible potential humans have for innovation when they work together!

Bernard Charlès
Vice-Chairman and CEO, Dassault Systèmes

- ACT I
EMOTION
- ACT II
WATER
- ACT III
CITIES
- ACT IV
ENERGY
- ACT V
MOBILITY
- ACT VI
CONSUMPTION
- ACT VII
NATURE
- ACT VIII
HEALTH
- ACT IX
HERITAGE
- ACT X
FUTURE

REALIZING DASSAULT SYSTÈMES' VISION FOR ADVANCING HUMANITY

► THE WORLD NEEDS CHANGE.



Society is facing challenges in areas of fundamental importance, such as health, the management of urban spaces, and the preservation of the environment.

Society needs to find bold solutions, but must do so while protecting and nurturing the world around it.

Dassault Systèmes' vision is to lead a transformative global shift to a new era of truly sustainable innovation. One that uses virtual universes to empower people to reimagine the future, and change the way products are designed and made forever.

So how does the company deliver on this vision? Dassault Systèmes believes that the only progress is human. That means that the solutions to the world's greatest challenges must be designed around human and real-world experiences. To be truly sustainable, innovations must also fully consider every possible real-world impact at the design stage.

The only way to test this vision is to experience it. This is why Dassault Systèmes uses scientifically accurate data to construct a 'virtual twin experience' in the virtual world, enabling innovators to work more effectively and more sustainably. Not only can products be made more sustainable by using real-world data to simulate all possible impacts in advance, but creators are free to evaluate as many variations as they wish without having to produce them.

This is how innovators can think through a product's impact on the environment and society, to better understand how it can interact in harmony with nature and life.

"How do you reduce the impact on the planet? First, you reduce waste and, second, you make things right first time," said Bernard Charlès, Vice Chairman and CEO, Dassault Systèmes. "If you have a perfect virtual twin of what you want to produce, you have the possibility to do both."



This is only the beginning of a dramatic shift towards an Industry Renaissance, the effects of which will be as dramatic as the invention of the printing press in the 15th century. Virtual universes enable the move from the current unsustainable production economy toward an experience economy that is sustainable-by-design, and where innovation and production power is placed into the hands of the people.

Dassault Systèmes' purpose of harmonizing product, nature and life outlines its commitment to these principles, but it is already making this vision a reality across a wide range of industries.

The company is leading the change through its 3DEXPERIENCE universes. The 3DEXPERIENCE platform has already helped to pioneer new medical treatments and training methods, improve service deliveries in cities, or design a sculpture that absorbs pollution.

"The future calls for sustainability," said Bernard Charlès. "The dream of using virtual universes to harmonize product, nature and life is a big dream. We have demonstrated that it's possible."

OUR CHALLENGE

10 ACTS TO SHAPE A BETTER FUTURE

► EACH ACT FOCUSES ON A KEY CHALLENGE FOR SOCIETY.



Dassault Systèmes considers all challenges to be human challenges. Innovation is only valid when it serves the people and the society they live in. If people ask the right questions, they can change the world.

But change demands action. This is why Dassault Systèmes has developed an ambitious showcase to inspire action, challenge perceptions and empower people to drive sustainable innovation.

Over a two-year period, Dassault Systèmes is engaging the public in a series of 10 Acts that will reveal how it enables people to create innovations that advance human progress.

EMOTION

How can virtual worlds change the way we experience emotions?

WATER

How can we safeguard our most precious resource?

CITIES

How can cities adapt to our ever-growing needs?

ENERGY

How can we create an energy positive world?

MOBILITY

How can we move freely around the world without impacting the environment?

CONSUMPTION

How can we consume goods sustainably in the future?

NATURE

Can we imagine a 100% sustainable industry?

HEALTH

How can we control our health better in the future?

HERITAGE

How can we better navigate the future by understanding the past?

FUTURE

How can we build a better world for the next 40 years?

These questions call for action. This will show how Dassault Systèmes' 3DEXPERIENCE platform can give governments, businesses and individuals the ability to gain deeper insights into the challenges they face and the power to innovate sustainable solutions.

"Empowering people is about awareness, understanding and education," said Bernard Charlès. "If we can use great stories - real stories - that illustrate how we can harmonize product, nature and life, I believe it will create an unstoppable force for the 7 billion - soon to be 10 billion - people on our planet to have a better future."



FIRST ACT

INSPIRATION IN ACTION: EMOTION

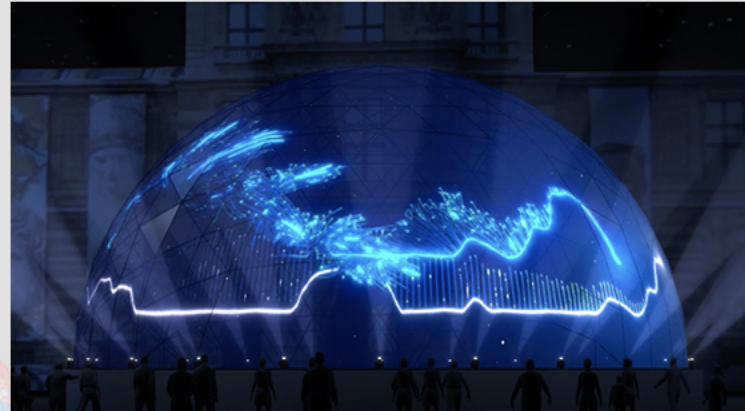
► HOW CAN VIRTUAL WORLDS CHANGE THE WAY WE EXPERIENCE EMOTIONS?



The first Act is centered on the arts – specifically, music – in a way that will challenge perceptions of how people experience emotions.

Art of all kinds can have a transformative effect on people, invoking a wide spectrum of reactions and creating unexpected new connections. Dassault Systèmes will show how, by bringing together art with virtual worlds, people can pioneer new ways to create powerful emotional experiences.

The first part of this Act will showcase the 3Dvarius, the first fully playable 3D-printed violin that was designed using Dassault Systèmes' solutions. Virtuoso French violinist Renaud Capuçon will deliver a unique show, by making the music of the instrument visible with an amazing generative art performance, during a concert by the Les Siècles orchestra, which will take place on February 26th in the Jardin des Plantes, Paris.



After the event, Dassault Systèmes will launch a public challenge, inviting music, engineering and design students to create the instrument of tomorrow. The company wants them to invent a new instrument that differentiates itself through innovations in sound and design, and produce a 3D-printed prototype. **A perfect way to illustrate how Dassault Systèmes empowers the workforce of the future by giving them the opportunity to create new possibilities for expressions of humanity.**



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