

**3DEXPERIENCE®**

## TRANSPORTATION & MOBILITY

# DRIVE EMOTION

From first design intent to immersive experience



### BE INSPIRED AND UNLEASH YOUR CREATIVITY

Automotive designers need to pull together multidisciplinary ideas and forecasting intelligence to create inspirational designs. Their forward-thinking concepts actively shape tomorrow's winning products. Their challenge is to transform the first moment of truth into an emotion-packed experience for the customer.

Dassault Systèmes' **Drive Emotion** industry solution experience, powered by the **3DEXPERIENCE®** platform, delivers a holistic design solution from initial idea to virtual product validation in an immersive environment. Automotive designers, engineers and quality control analysts collaborate on a single platform to create innovative designs that will win customers' hearts.

### STIMULATE YOUR INSPIRATION TO FULFILL THE CUSTOMER'S DESIRE

In a fast-moving world where people are confronted with a barrage of new products and tempting competitive offers, keeping abreast of new trends and preferences can spark a designer's inspiration for the market's next big winner. It is no wonder they spend 50% of their time searching the web for new ideas. But how can they successfully keep these ideas in order and not add to the confusion that massive amounts of information can create?

**Drive Emotion** delivers innovative social media listening and collaborative capabilities to find and exchange ideas. Designers have an intuitive way to organize pertinent information in dashboards tailored to individual preferences. They can rely on mood boards to ensure they are in line with the guidelines defined during a design brief. They can flag information sources they are interested in and store them in specific tabs. Ideas, articles or general trends in the automotive industry that are of interest can also be saved in a tab of their own for easy reference. **Drive Emotion** keeps ideas organized and inspiration flowing.

## STREAMLINE DESIGN & ENGINEERING COLLABORATION TO REALIZE A CUSTOMER'S DREAM

Designs navigate between style and engineering. They must be aesthetically pleasing and yet comply with a car's technical requirements. Yet, as designers and engineers make modifications, designers need to keep their original ideas alive.

With **Drive Emotion**, designers and engineers collaborate on a unique referential in a unified platform—the **3DEXPERIENCE** platform. They have digital continuity from idea to surface creation through to virtual validation in an immersive environment. Designers can easily sketch their ideas in 3D using subdivision surface technology and clay-like modeling features. 2D sketches can be combined with 3D geometry maintaining the link between engineering and the original design intent. Project stakeholders can rapidly explore various designs before choosing the right one. They have project management tools to monitor project status and access information from anywhere using their desktop or mobile device. Styling and engineering applications are compatible, mitigating errors and data conversion issues.



## VISUALIZE AND EXPLORE A VEHICLE TO OPTIMIZE THE CUSTOMER'S EXPERIENCE

The look and feel of a car greatly influences the customer's overall experience. Ensuring surface continuity and quality, ergonomics, and overall comfort is crucial to improving the driver's perception. Automotive OEMs that continue to deliver stellar experiences create a loyal customer base.



**Drive Emotion** delivers integrated tools to verify design quality and manufacturability in a virtual environment, reducing the need for costly and time-consuming physical prototypes. Optical quality analysts can visually check gap and flush and continuity between surfaces and use both Raytracing and Global Illumination technologies to detect imperfections and ensure surfaces are smooth. The same technologies can be used by Visualization Experts to create photorealistic rendering for better decision-making and presentations.

### KEY CAPABILITIES & BENEFITS:

- 3D sketching provides an intuitive way to design
- Virtual clay modelling with subdivision surface technology
- Create more free-form alternative designs in record time
- Built-in ergonomic data and virtual manikins help create right-first-time designs
- Real-time interactive rendering including raytracing and global illumination
- Integrated gap and flush analysis tools
- Integrated CATIA ICEM surfacing technology for class-A surface design

For more information, please visit [www.3ds.com/industries/transportation-mobility/](http://www.3ds.com/industries/transportation-mobility/)

## Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

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](http://www.3ds.com).



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