



3DEXPERIENCE®

CATIA 3DEXPERIENCE

Philippe Laufer - CATIA CEO

2014 December 5

DS Portfolio Evolution



3D
Design

1981



3D DMU
Digital Mock-up

1995



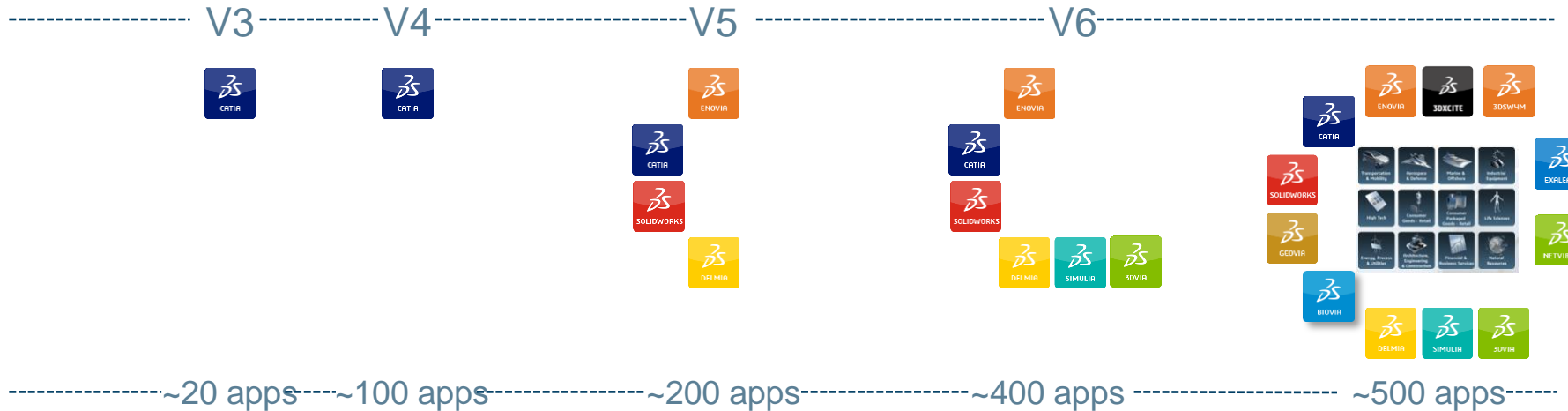
3D PLM & BIM
Product & Building Lifecycle
Management

2001



3DEXPERIENCE

2012



CATIA

SHAPE THE WORLD WE LIVE IN



IMAGINE & SHAPE THE CONNECTED WORLD

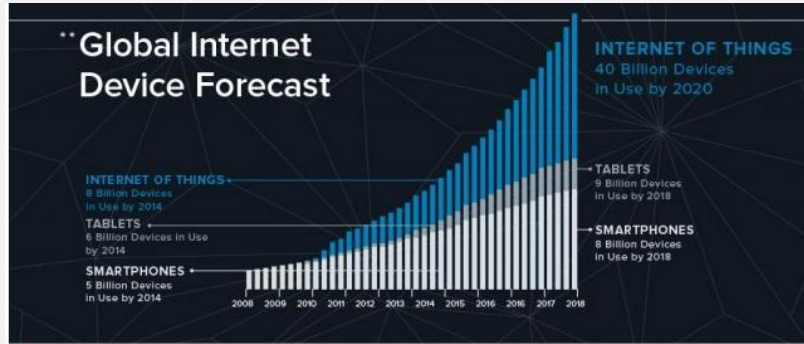
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The Brand differentiation for the Users is the **SUPERIORITY OF APPS**



Internet Of Things



There will be as many as
40 To 80
BILLION
connected objects
by 2020.



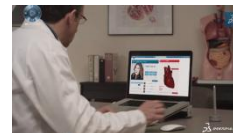
There will be
10 connected
objects
for every man,
woman, and child
on the **PLANET.**

HOME (CONSUMER)				
BUILDING & CITY				
MOBILITY				
BODY HEALTHCARE				

CATIA: Five levels of **connected** objects

Intelligence

Social Systems



Autonomous Systems



Responsive Systems



Environment Sensing Systems



« Non aware » Systems



Home (Consumers)

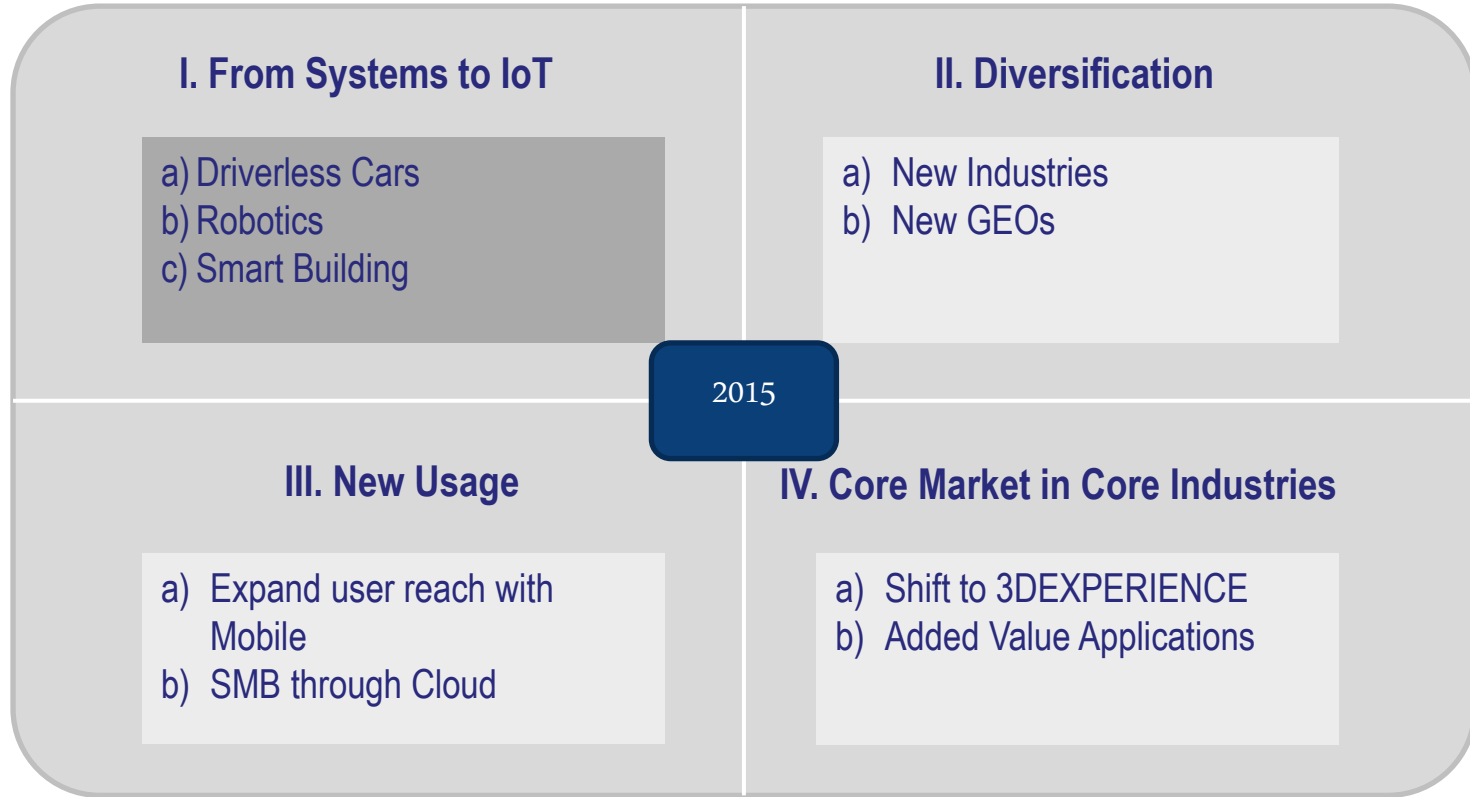
City & Building

Transportation

Body Healthcare

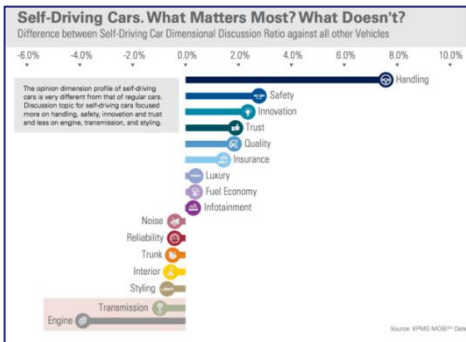
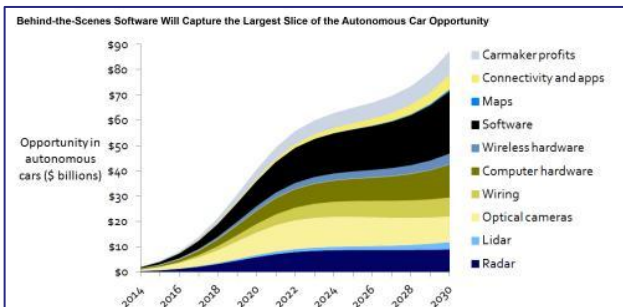
Universes

CATIA GROWTH DRIVERS

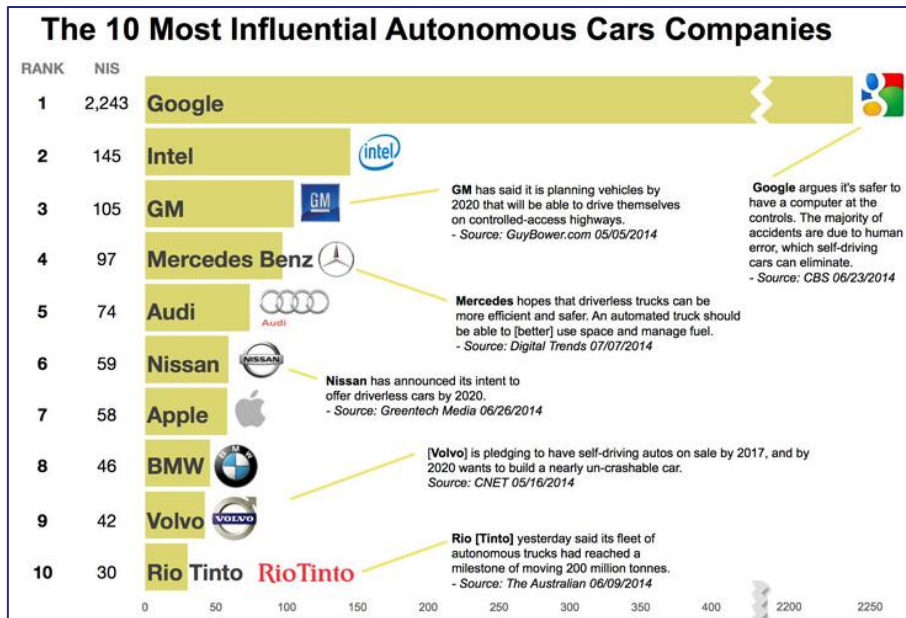


I. From Systems to IOT

Driverless Cars



Self driving cars, an
87B\$ opportunity in
2030



I. From Systems to IOT

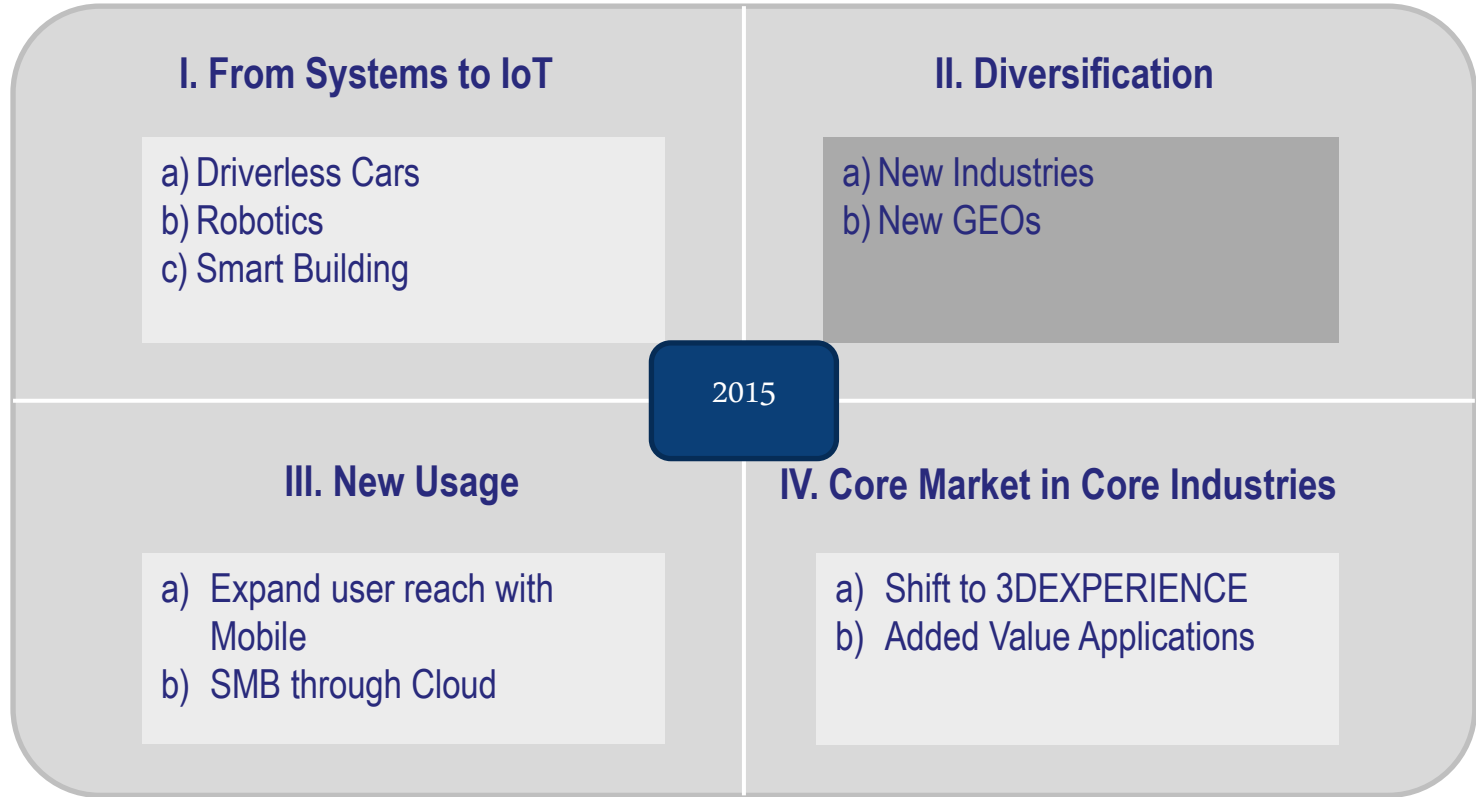
Robotics



I. From Systems to IOT



CATIA GROWTH DRIVERS



II. Diversification

High Tech

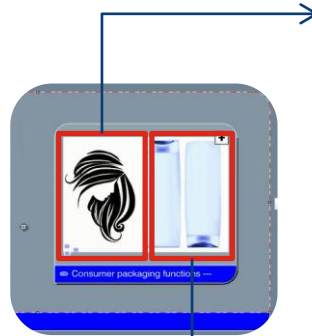


CATIA Systems to accelerate new industry penetration

II. Diversification

Consumer Package Goods

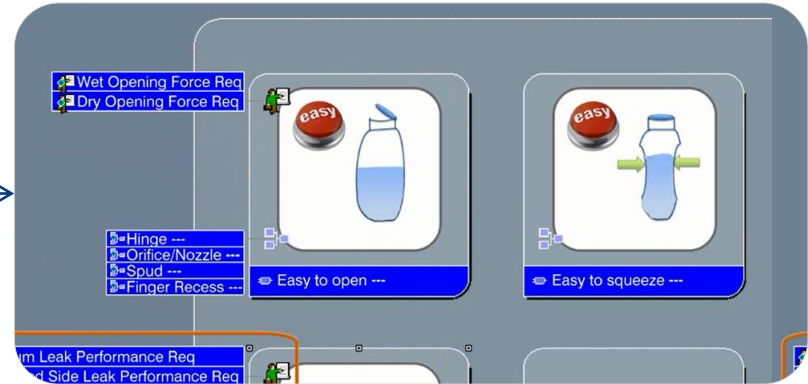
The Shampoo bottle case



Engineering the leak resistance !



1st requirement:
Clean Hair !



II. Diversification

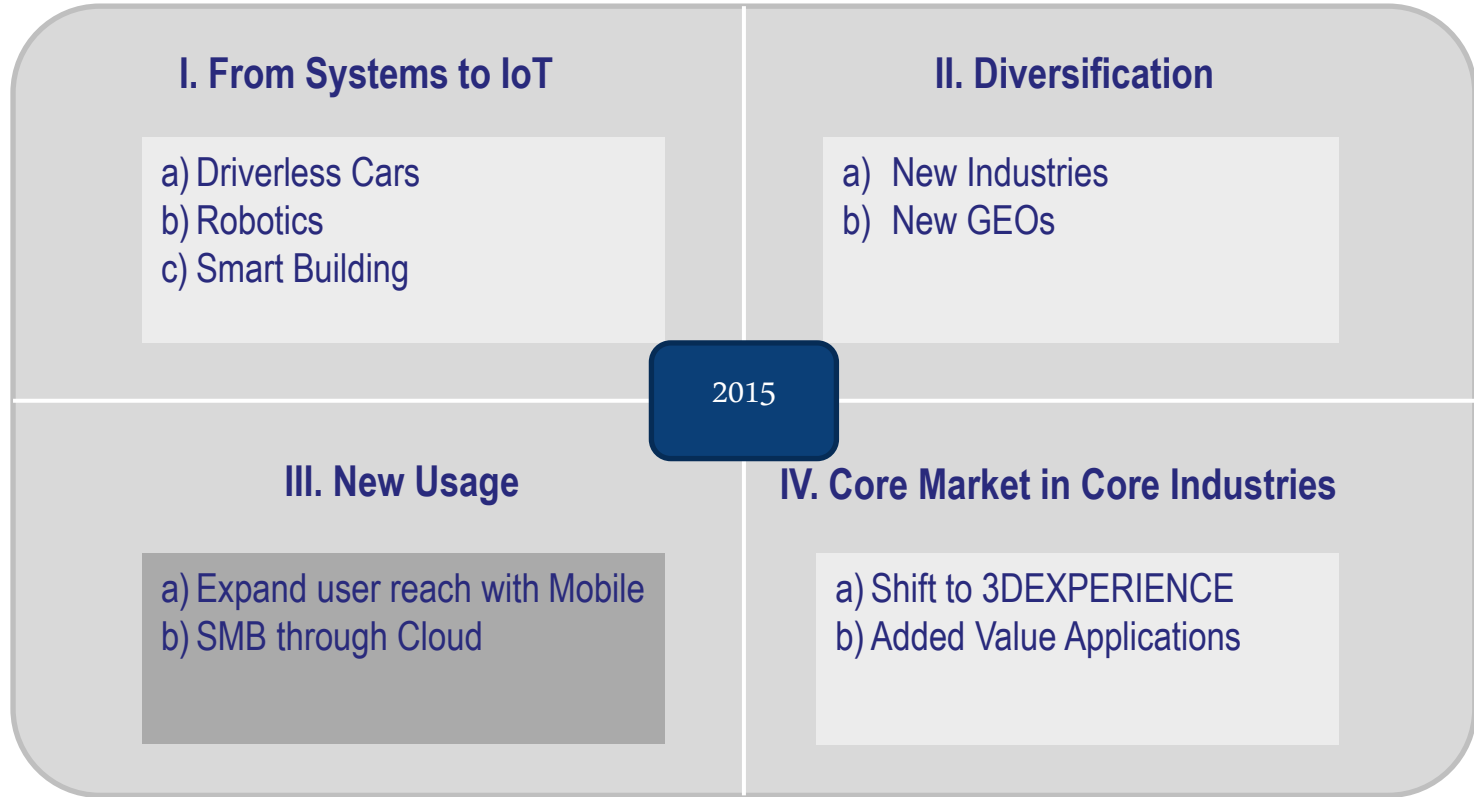


New Geos



New success in KOREA, CHINA

CATIA GROWTH DRIVERS



III. New Usage

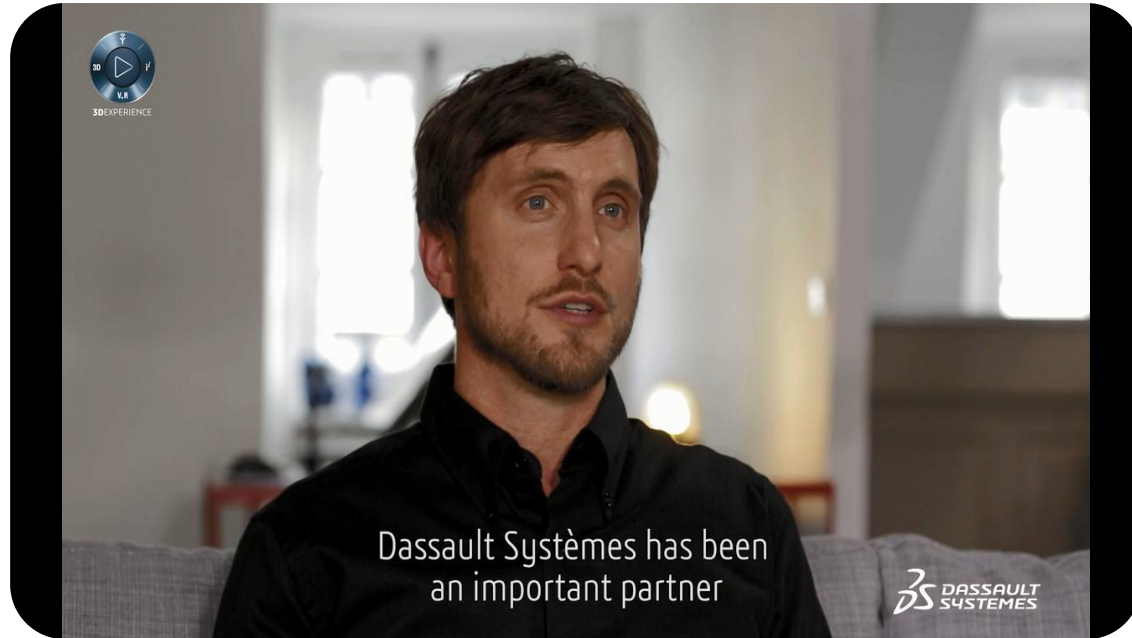
Mobile solutions for virality



Reach new communities of decision makers

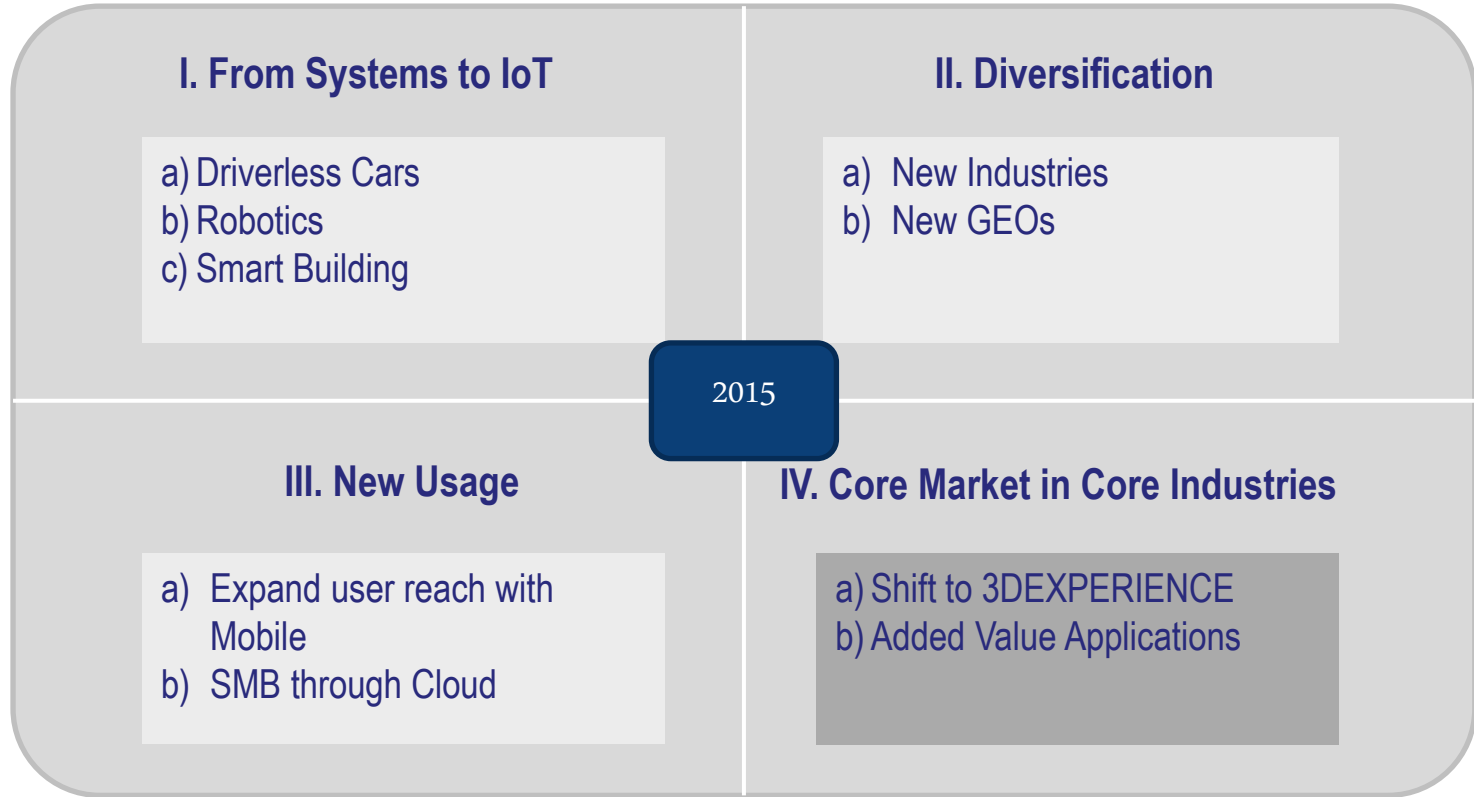
III.New Usage

Mobile solutions for virality



Reach individuals, Small companies

CATIA GROWTH DRIVERS



IV. Core market in core industry

Shift to 3DEXPERIENCE



Full V6 deployment



RENAULT

IV. Core market in core industry

Shift to 3DEXPERIENCE



Full V6 deployment



IV. Core market in core industry

TESLA: When Detroit meets The silicon valley



TESLA SHOP



ROBOTIC PLANT



CAR SHIPMENT



POWER STATION

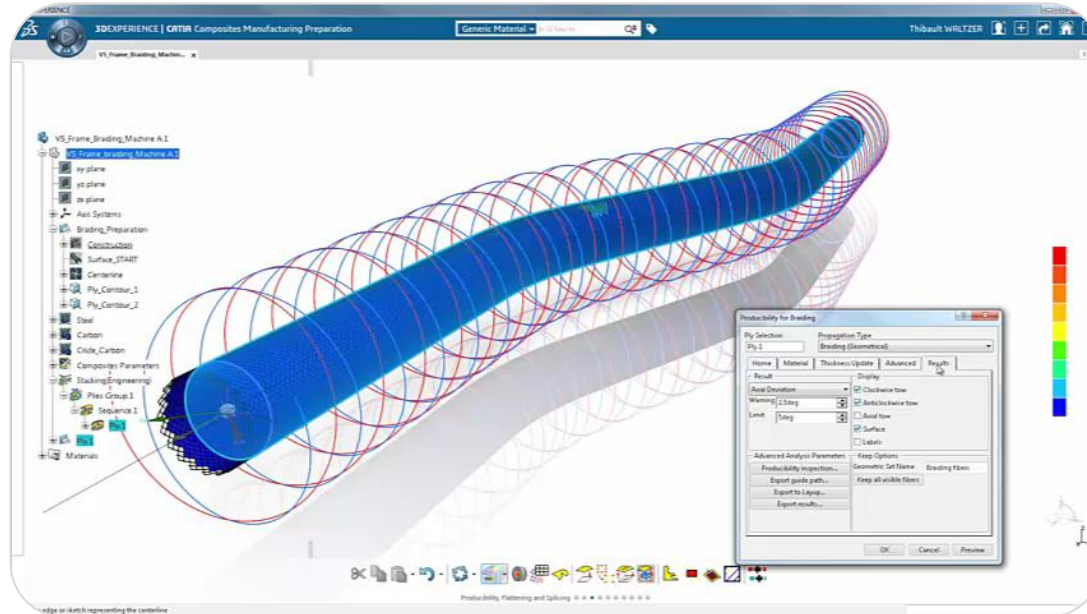


CONTROLLER

A complete new experience for the consumer

IV. Core market in core industry

Added Value Applications



Composites braiding: increases production & reduces cost

Conclusion

- CATIA: leading edge technology powered by 3DEXPERIENCE
- Steady high single digit growth
- Opportunities to expand at arm's reach:
 - Growing countries in ASIA
 - CATIA Systems from shampoo bottles to airplanes
 - New users and customers with CATIA on the cloud

