

Premium Appliance Manufacturer Hurom Selects Dassault Systèmes' "Accelerated Device" Industry Solution Experience

Placing the Consumer Experience at the Core of High-Tech Home Juicer Innovation

VELIZY-VILLACOUBLAY, France — June 30, 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 [Hurom](#), a manufacturer of premium kitchen appliances headquartered in South Korea, has selected its "[Accelerated Device](#)" industry solution experience to improve its enterprise collaboration and operations planning. Based on the 3DEXPERIENCE platform, "Accelerated Device" provides Hurom with digital continuity for streamlined processes that reduce its production lead time and overall costs while improving product quality.

Founded in 1974, Hurom is the market leader in slow squeezing technology for vegetable, fruit, nut and grain juices. Its high-end appliance design factors in taste, ease of use, safety, noise and vibration levels as well as overall aesthetics. With subsidiaries in China, India, Japan and the United States and exports to 85 countries, the company recently added four new production facilities in China and Korea and increased its focus on new product development. As a result, Hurom wanted a systematic and standardized approach to manage its business processes across all sites.

The "Accelerated Device" industry solution experience provides Hurom with collaborative deliverables-based project, bill of materials (BOM) and requirements management capabilities that can reduce product development cycle time and project delays. Hurom's design team is connected with other project stakeholders in a single digital environment for real-time visibility on project schedules, milestones, resources, costs and benefits. Parts and BOM management, parts approvals and modifications, distribution management and report printing are synchronized to better align planning and execution across all disciplines and locations. Hurom can quickly adapt its product roadmap to consumer demand and control engineering costs, resources, product quality and compliance.

"For over 40 years, we've researched and developed juice-squeezing technology, including the world's first screw mechanism-based juicer," said Cha Woo Lee, R&D Division - Managing Director, Hurom. "Thanks to Dassault Systèmes' 3DEXPERIENCE platform, our globalization strategy is supported by a digital, seamless collaboration platform so that we can continue our history of technological innovation."

"South Korea has a legacy of mid-market high-tech companies that have excelled globally in a fast-paced industry by placing consumers at the core of innovation," said Olivier Ribet, Vice President High-tech Industry, Dassault Systèmes. "The 'Accelerated Device' industry solution experience helps Hurom manage projects more efficiently and cost-effectively so that its

talented teams can dedicate more time to creating new consumer experiences in a diverse and dynamic marketplace.”

For more information on Dassault Systèmes’ industry solution experiences for high-tech: <http://www.3ds.com/industries/high-tech/>

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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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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.blindenber@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