

THINK IT. SHOW IT. LIVE IT.

Vehicle Virtualization Supercharges Marketing and Streamlines Innovation

VIRTUAL EVENT EXPERIENCE

VIRTUAL VEHICLE SHOWROOM

IMMERSIVE EVENT EXPERIENCES

Discover how MAGNA leverages vehicle visualization to maximize product awareness and create virtual event magic

COMMAND ATTENTION WITH VIRTUAL ASSETS

MAGNA and partners leveraged vehicle engineering data to create an immersive, virtual twin for users to experience the MAGNA portfolio of innovations at the virtual Consumer Electronics Show (CES).

- Showcase the latest innovations from live project data
- Share a user-guided interactive experience
- Produce breathtaking graphic quality
- Leverage full resolution imaging from macro to micro view



WATCH VIDEO

THE POWER OF INGENUITY

The Virtual CES event provided an opportunity for MAGNA to present a comprehensive demonstration of their technologies, capabilities, and innovations to command audience attention and engagement.



WATCH VIDEO

VIRTUAL EVENT EXPERIENCE

In the experience economy, campaign content is not “just marketing”—it is a strategic part of the product. This new paradigm places a premium on engagement fidelity as content becomes the avatar for real-life objects. Dassault Systèmes helps clients disrupt the way they maintain their relationship with end-consumers through rich product experiences.



WATCH VIDEO

[DISCOVER THE FULL MAGNA EVENT](#)

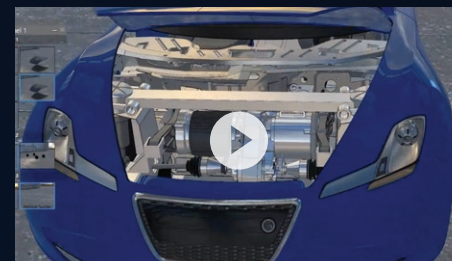
ACCELERATE VEHICLE INNOVATION

Explore the virtual showroom to optimize innovation, shorten development cycles, and drive vehicle and process improvements

DRIVE COLLABORATION—ACCELERATE INNOVATION

Enhance vehicle development simultaneously with the industry-leading 3DEXPERIENCE platform for sales, marketing, simulation, and manufacturing. Rapidly transform concepts into vivid 3D models enabling dynamic augmented reality.

- Generate immersive augmented reality environments from live data
- Develop and validate vehicle concepts from architecture to engineering
- Promote strategic enterprise capabilities to potential customers



WATCH VIDEO



WATCH VIDEO

VIRTUAL TWINS OPTIMIZE ENGINEERING

Correlate performance-based automotive engineering and simulation with requirements, validation, and testing. Integrated Model-Based Systems Engineering (MBSE) methodologies converge technical solution development with experts from each domain.



WATCH VIDEO

EMPOWER AGILE MANUFACTURING

Synchronize across production, logistics, and maintenance operations, orchestrated by production planning and scheduling. Drive collaboration and digitalize lean practices on the shop floor, cascade decisions to stakeholders, and collaborate seamlessly for continuous process improvement.



WATCH VIDEO

[EXPLORE THE VIRTUAL VEHICLE SHOWROOM](#)

THINK IT. SHOW IT. LIVE IT.

Explore your options at 3ds.com

