

**3DEXPERIENCE®**

AEROSPACE & DEFENSE **PASSENGER EXPERIENCE**

Know how to deliver personalization, profitably



HOW DO YOU BALANCE COMPETITIVENESS AND PROFITABILITY WHILE MEETING CUSTOMER EXPECTATIONS?

Commercial and business jet original equipment manufacturers (OEM), completion centers, suppliers and airlines strive to differentiate themselves from the competition, yet cabin personalization and customization remains difficult and costly. **Passenger Experience**, by Dassault Systèmes, provides a cost effective way for you to meet individual needs through automation and emotion. You can transform the in-flight experience while reducing sales and engineering costs and improve close rates on new contracts.

Personalize the Buying Experience

Differentiate in a highly competitive market by personalizing the customer buying process with high-end visualization.

Realistic 3D visualization provides an intimacy that evokes buyer emotion and allows collaboration among designers, engineers and even potential passengers defining cabin layouts

and configuring variants. Before a first physical prototype is available, **Passenger Experience** allows a detailed exploration of the cabin, including a 360 view of cabin features, under any lighting condition or environments to assess and validate shape, function, reflection, materials, color, trim, and comfort.

Design variations can increase by orders of magnitude without negative impact to time or cost. Customers report up to a 30% reduction in the cost of sales and up to 20% more new contracts.



Automate Cabin Completion

Many companies attempting to allow mass customization for buyers are often buried in the complexities of managing customer expectations, safety regulations, change requests and scope creep, resulting in project overruns and financial losses. To overcome this complexity profitably, **Passenger Experience** automates the cabin design and layout process using unique knowledge based 3D applications that capture and apply your experts' know-how to respect company rules in design and manufacturing as well as incorporate industry regulations to ensure safety.



Automating engineering, manufacturing and certification processes drives down the amount of time it takes to engineer custom configurations. With the use of intelligent design elements, the number of Engineering Change Orders (ECOs) is significantly reduced. Customers realize up to a 60% reduction in engineering costs and quality improvements reaching 90%.

When the completion center hands-off the new cabin, existing 3D assets streamline crew training and cabin familiarization. Crew can take advantage of three different platforms: web-based courseware, interactive game-based training, and immersive 3D visualization. This eliminates the need for a physical product in all but the last stages of training, dramatically reducing the total training cost.

Distinguishing the Marketing Experience

Stand out from your competitors and capitalize on the exponential growth in cabin promotion. Create extraordinary marketing materials using the Dassault Systèmes **Passenger Experience** for all passenger touch points - from online booking to advertising and airport services.

With 3D data, airline-marketing teams are one mouse click away from stunning images and videos of cabin interiors and exteriors. Since the 3D data is efficiently repurposed beginning with the aircraft development stages, high-end visual assets are created long before the cabin is built. This makes **Passenger Experience** perfect not only for promoting an existing fleet, but also for show stopping, high profile launches of new cabin designs. This capability helps to simplify asset localization and reduce costs.

With the **Passenger Experience** solution, OEMs, completion centers, suppliers and airlines can address the need to provide outstanding customer service in a profitable manner. The solution offers the ability to propose custom tailored cabins from 100% correct product variants based upon product data and rules while validating product conformity. This high-end visualization provides airlines customers with a visual experience while meeting their requirements and capturing their hearts.



For more information about **Passenger Experience**, visit our website: www.3ds.com/industries/aerospace-defense/passenger-experience/

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 220,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

