



3DEXPERIENCE®

DS VIRTUAL VISION

IMMERSIVE EVENT EXPERIENCES
HTC Vive



HIGH-IMPACT VIRTUAL REALITY EXPERIENCES FOR EVENTS/ MOTOR SHOWS

Utilizing an HTC Vive headset for an immersive, virtual reality experience, and requiring a minimal physical footprint, the “DS Virtual Vision” allows visitors to interact with a digital model of the DS 3, DS 3 Cabrio, DS 4 and DS 4 Crossback in stunning 3D.

In this experience, the user is immersed in a photo-real, virtual environment that places them in control and allows for full-customization of the vehicles. They can choose from product correct interior/exterior material & trim levels, roof & body colors, and available wheel options to configure the car to their liking.

The “DS Virtual Vision”, part of 3DEXCITE’s Virtual Garage industry solution experience, embodies an engaging campaign that embraces consumer preference, while providing a memorable brand 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 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.



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