NEWS RELEASE

Centric Software and Vizoo Integration Establishes 3D Materials Hub

Materials digitization platform and Centric solution suite integrate to streamline supplier co-creation and enhance 3D asset libraries

CAMPBELL, Calif., June 22, 2023 – Centric Software®, the Product Lifecycle Management (PLM) market leader, and Vizoo, the material scanning and digitization innovator, have announced a strategic partnership. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, price and sell products such as apparel, footwear, sporting goods, furniture, home décor, consumer electronics, cosmetics, food & beverage and luxury to achieve strategic and operational digital transformation goals.

Based in Germany and operating globally, Vizoo is the market leader in material scanning and digitization solutions for fashion, furniture and automotive purposes. Vizoo provides technology, know-how and support for material digitization and digital processes, and is the number one solution for scanning materials such as fabrics, leathers and other textiles in the apparel industry.

Vizoo and Centric Software are integrating digital materials more deeply into the product lifecycle by connecting Vizoo's solutions directly with Centric PLM®. Designers and product developers can now scan materials from Vizoo, with this information syncing directly into the Centric PLM materials library. 3D asset visuals and data are automatically updated in the Centric platform and, by extension, into all applicable Centric Software solutions such as Visual Boards.

"Together, we have built a seamless connection between Vizoo and Centric solutions," says Ron Watson, EVP Products, CSO at Centric Software. "Vizoo's groundbreaking material digitization technology is a solution of choice for our customers in apparel and other soft goods products, and we are delighted to partner with Vizoo to transform how customers work with digital materials.

Centric PLM integrates easily with other platforms, enabling teams to work in their familiar solution environment, like Vizoo, while interacting directly with product information in Centric PLM. This integration reinforces Centric PLM's position as the hub for 3D assets and further streamlines the product concept-to-launch process."

"As the market leader in material digitization solutions, connectivity is very important to us," says Martin Semsch, CEO at Vizoo GmbH. "Our integration with Centric PLM allows users to easily transfer digital assets throughout the design and development organization as well as the supply chain."

Customers who use both Centric PLM and Vizoo solutions are already working with the connector to revolutionize everyday design, sourcing and product development processes.

"Vizoo is at the cutting edge of materials digitization," says Fabrice Canonge, President of Centric Software. "At Centric, we pursue a 3D agnostic strategy and partner with best-of-breed solution providers to enrich user experience and enhance overall solution capabilities. By closely integrating Vizoo 3D assets and workflows into the Centric platform, it is faster, easier and more efficient for our customers to leverage digital materials in Centric PLM, further streamlining product go-to-market while also reducing overall costs and environmental impact."

Meet Centric Software and Vizoo at **PI Apparel NYC**

Not attending PI Apparel? **Request your demo**!

Vizoo (www.vizoo3d.com)

Founded in Germany, in 2013 and managed by Martin Semsch and Renate Eder, Vizoo is a team of experts working together with a strong network of partners and suppliers. Its main products, the xTex Scanner, xTex Software and physX platform, are already utilized to create 3D materials all over the world by over 400 companies in the fashion, interior and automotive business.

The virtualization of a physical material sample is a difficult and tedious task. What is commonly used is a flatbed scanner or consumer camera, several image processing tools and a lot of time.

Revolutionizing the process, Vizoo now offers a new way to easily create 3D materials. The xTex Scanner captures material samples fast and accurately, while the xTex software provides useful tools for texture processing. With a capture and calculation time of only two minutes, textures based on physical material information and up to 2000 dpi are now available almost instantly. The tool focuses on clarity and effectiveness, so even inexperienced users can create stunning materials.

The newest addition to the Vizoo product portfolio is the physX platform which allows users to assign fabric draping preset to the scanned materials – compatible with various 3D CAD simulation tools; the perfect digital twin in no time. Furthermore, Vizoo provides a care-free material visualization service.

Centric Software (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides a product concept to launch platform for consumer goods such as fashion, retail, footwear, luxury, outdoor, consumer electronics, cosmetics & personal care and food & beverage. Centric Software's flagship Product Lifecycle Management (PLM) platform, Centric PLM® , delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric Visual Boards™ offer highly visual, touch-screen experiences for collaboration and decision-making. Centric Planning™ is an innovative, cloud-native, augmented-intelligence solution delivering end-to-end retail planning to maximize retail and wholesale business performance. Centric Pricing™, powered by StyleSage™, is an AI-driven market insight platform for data-informed decision-making on pricing and product assortments to maximize revenue and margins. Among many other market-driven innovations, Centric Software is widely known for its connectivity to dozens of other enterprise systems, including ERP, DAM, PIM, e-

com and more, in addition to creative tools such as Adobe® Illustrator, a host of 3D CAD connectors and sustainability tools, such as Higg. Centric Software has the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list several times. Centric Software also received five excellence awards from Frost & Sullivan over the past decade.

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