

## Press Release

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# DSM Engineering Materials launches Lucidiris™, a color and mechanical properties prediction tool powered by Artificial Intelligence (AI)

**Today, DSM Engineering Materials announces the launch of Lucidiris™. Lucidiris™ helps customers reduce time to market when developing colors of high-performance materials for a variety of applications. Besides predicting color and mechanical properties, it can predict the envelope of potential color space within critical mechanical properties and prescribe recipes for targeted color properties. Lucidiris™ has been developed for several high-performance material grades and will be extended, including recycled-based and repurposed materials. It is a next step in DSM Engineering Materials' journey to make product development for their customers quicker and easier via advanced digital solutions.**

This state-of-the-art patent protected Artificial Intelligence (AI) technology facilitates the development of material recipes with targeted optical properties while assuring mechanical properties.

With Lucidiris™ customers will be supported by its ability to:

- Predict color and mechanical properties of polymer compounds upon addition of color ingredients.
- Predict envelope of potential color space that can be produced within critical mechanical properties.
- Prescribe color ingredients to add to a polymer compound to meet targeted properties.

*“Lucidiris™ changes our design-build-test-learn development cycle for the customer applications of our materials fundamentally,”* said Erwin Houben, R&T Manager Digitization DSM Engineering Materials. *“This state-of-the-art AI based digital tool reinforces our strengths in colored materials development and enables to take on some tough challenges for reusing circular materials.”*

*“And there is more to come,”* said Angelika Schmidt, Global R&T Manager of Performance Polymers, DSM Engineering Materials. *“Lucidiris™ is our next step into digitization of product development. What we can do for color development already today, will be possible for product development in the future. Combining human intelligence with machine learning will enable us to get to the successful recipes with much less iterations and therefore much shorter development times for our customers.”*

To find out more visit: [dsm.com/color-development](http://dsm.com/color-development)

## DSM

DSM Engineering Materials is a business group of Royal DSM, a global, purpose-led company in Health, Nutrition & Bioscience, applying science to improve the health of people, animals, and the planet. DSM's purpose is to create brighter lives for all. DSM's products and solutions address some of the world's biggest challenges while simultaneously creating economic, environmental, and societal value for all its stakeholders – customers, employees, shareholders, and society at large. The company was founded in 1902 and is listed on Euronext Amsterdam. More information can be found at [www.dsm.com](http://www.dsm.com).

Or find us on:    

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(Photo: DSM Engineering Materials: DSMPR540)

This press release and relevant photography can be downloaded from [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com). Alternatively for very high resolution pictures please contact Kim Vermeer ([kvermeer@emg-marcom.com](mailto:kvermeer@emg-marcom.com), +31 164 317 026).

### Forward-looking statements

This press release may contain forward-looking statements with respect to DSM's future (financial) performance and position. Such statements are based on current expectations, estimates and projections of DSM and information currently available to the company. DSM cautions readers that such statements involve certain risks and uncertainties that are difficult to predict and therefore it should be understood that many factors can cause actual performance and position to differ materially from these statements. DSM has no obligation to update the statements contained in this press release, unless required by law. The English language version of the press release is leading.