



The Power of Product Visualization

Moderator:

Doug Cottrell, Founder



Today's goal is to help answer some questions:

1. What is Product Visualization?
2. In what ways can you use this technology?
3. What impact can it have on your business?
4. What can I learn from experienced users?



Q#1 – What is Product Visualization?

“Using automation to create photo-realistic pictures of your products to be used where you have historically used physical photography, and in ways that you could not with physical photography.”

What we normally photograph vs what we really want to have:

A single picture in a common configuration:



Pictures in many or all configurations:



EXAMPLE: T-Shirt in choice of 10 colors in 7 sizes.

Total of 70 configurations for sale.

Total of ?? items to manufacture for photography.



EXAMPLE: T-Shirt in choice of 10 colors in 7 sizes.

Total of 70 configurations for sale.

Total of 10 items to manufacture for photography.



EXAMPLE: Furniture with few choices.

Dining chair / arm or arm-less / 10 fabrics.

Total of $2 \times 10 = 20$ configurations for sale.

Total of ?? items to manufacture for photography.



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Dining chair / arm or arm-less / 10 fabrics.

Total of $2 \times 10 = 20$ configurations for sale.

Total of 20 items to manufacture for photography.



EXAMPLE: Highly customizable furniture.

Bedroom casegood line with 10 cases, 10 bases, 20 drawer fronts, 100 wood finishes, 40 drawer handles, 2 handle locations.

Total of **16,000,000 configurations** for sale.

Total of **?? to manufacture** for photography.

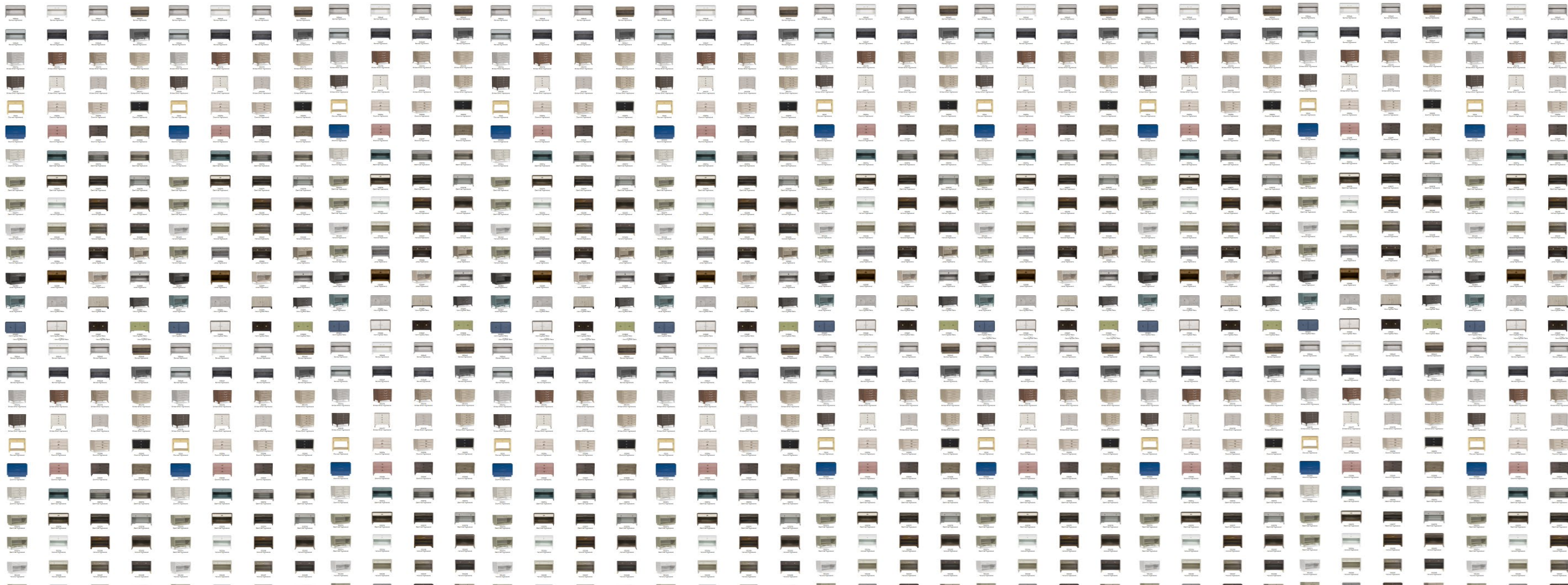


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Q#2 - In what ways can I use this technology?

2-D Static Images:

- Quickly have more “as-shown” images.
- Have an image before you first build a new product.
- Generate new images from new angles.

3-D Interactive Tools (web or app) for your customers and Reps:

- Visually interact with your products; spin and zoom.
- Design their own custom products and see and interact with their design in real-time.
- Put what they just designed into an Augmented Reality app to see it in their space.
- Export the 3D model of what they just designed into other 3D software: room planner, Virtual Reality, etc.

Q#3 – What impact can it have on your business?

Bottom Line: Sales

- Meet customer's expectations of online experiences. (Amazon and others continue to raise the bar.)
- Show – not just tell – about products.
- Provide assets for your customer to use in closing their customer. Assets that show exactly what the customer is buying, imagination in conjunction with memos no longer required.

Also:

- Reduce your photography costs
- Speed up photography process.
- Create pictures of products that couldn't or wouldn't before.
- What can you come up with if you had this ability?

Q#4 – What can I learn from experienced users?

Today's Panel:

Andrew Crone – Chaddock

Andy Bray – Vanguard

David Peterson – Gat Creek

Elicia Oliver – Riverside



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