Khronos 3D Commerce Initiative

The Opportunity

Retailers have been experimenting with 3D product representations on the Web, and in Virtual and Augmented Reality applications, to enable users to view and interact with products. The results have been exciting, but thus far NOT ACTIONABLE at an INDUSTRIAL SCALE.

- Products don’t come with 3D data - and I can’t physically scan them all fast enough!
- CAD tools don’t let me easily generate the data I need for E Commerce!
- The green couch looks blue on some devices - lots of product returns are expensive!
- Many models on my e-commerce web-site first appear upside down! I have to hand tune everything!
- I wish I had high quality, realistic 3D models for virtual promotional photoshoots!
- Everyone defines their product data for sizes and colors differently - nothing is consistent!
Khronos New Initiative Process

Proposal
March 2019
A group of companies including Google, Unity, IKEA, Wayfair and Target identify the need for industry cooperation and makes proposal to Khronos

Initiative Proposal

Exploratory Group
March-July 2019
Khronos invites any company to join an Exploratory Group to drive industry consensus on what is the problem, and what how can we work together to fix it?

Scope of Work

Working Group
Announced SIGGRAPH 2019
Detailed design work to execute SOW will start by Khronos Members

https://www.khronos.org/3dcommerce/

Broad Industry Participation

Over 70 retail AND technology companies creating an agreed Scope of Work

Open to any company under NDA, no membership fee or IP commitment
Khronos 3D Commerce Goals

Create specifications and guidelines to align the 3D asset workflow from product design through manufacturing, through each stage of retail to end-user delivery platforms.

- Guidelines for tools and product designers to create assets with consistent data to be used through the 3D Commerce pipeline.
- Structured metadata for product management and configurability of viewing.
- Visual realism and consistency no matter where the model is displayed.
- Reduce production, distribution and marketing costs.
- Product display configurability with consistency and authenticity.
3D Commerce Khronos Synergy

- 3D Asset Format
- Interactive 3D on the Web
- Portable AR and VR Apps
- High-performance cross-platform 3D graphics
- Vision processing and inferencing for AR and scanning
Resources

- Khronos 3D Commerce Working Group
  - https://www.khronos.org/3dcommerce/

- glTF Home Page
  - https://www.khronos.org/gltf/

- More Information
  - 3dcommerce-feedback@khronos.org