Why we are all here today for 3D Commerce

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3D Commerce Workshop
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Impact of 3D in Retail

“...by 2020, 100 million consumers will shop in AR online and in-store...”

“...46 percent of retailers planned to deploy either AR or VR solutions to meet customer service experience requirements....”

“...the impact of AR or VR in retail can be transformative...”

“...retailers can use AR as an extension of the brand experience to engage customers in immersive environments and drive revenue...Additionally, AR can be used outside the store after a sale to increase customer satisfaction and improve loyalty...”

April 2019 Gartner press release
Let’s Think About “Search” as a Use Case

E.g. Google Search now enables 3D and AR experience directly from Search results
On a Different Platform
E.g. on Apple
Cross-Platform Distribution of 3D Content
Where Does Content Come From?
Content Production
One example of the content production process

3D Tools

Content Creator

Manufacturer

Retailer

End-User Platform

Uses

Uses

Distributes via

Publishes on

Search

View in 3D
Alignment Needed Across Supply Chain of 3D
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 3D Commerce Mission

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
Khronos 3D Commerce Goals

Visual realism and consistency no matter where the model is displayed
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Product display configurability with consistency and authenticity
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Structured metadata for product management and configurability of viewing
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Guidelines for tools and product designers to create assets with consistent data to be used through the 3D Commerce pipeline

Reduce production, distribution and marketing costs
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- 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
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

Summary of upcoming 3D Commerce Real-time Asset Creation Guidelines
We welcome your input and feedback!