



**SIGGRAPH 2022**  
VANCOUVER+ 8-11 AUG

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GROUP

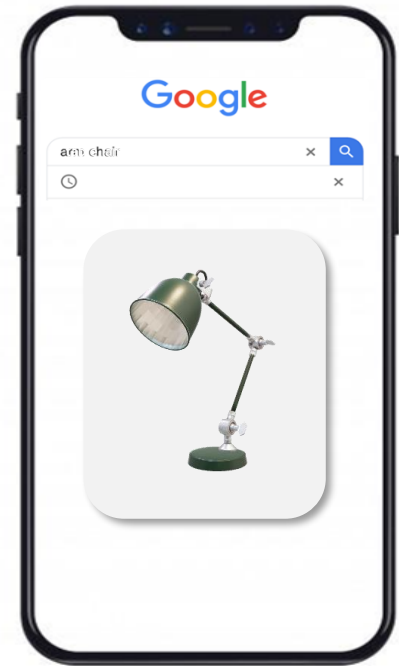
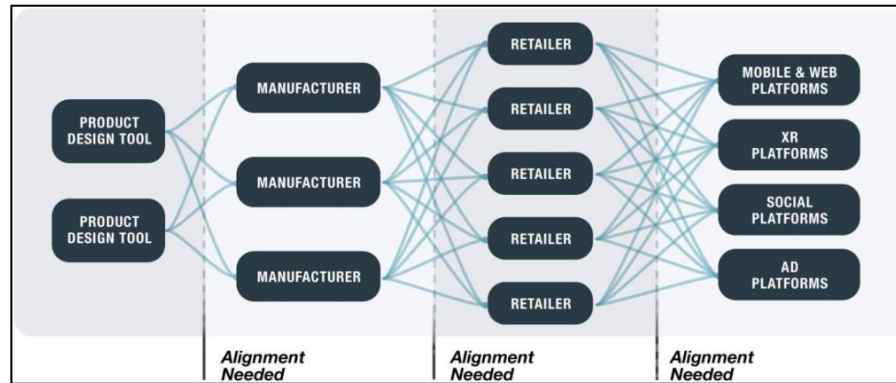
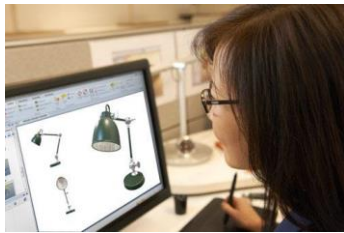


## 3D Commerce Summary

Eric Chadwick, Co-Chair, Asset Creation Technical Sub Group

# 3D Commerce: 3D in Online E-Commerce

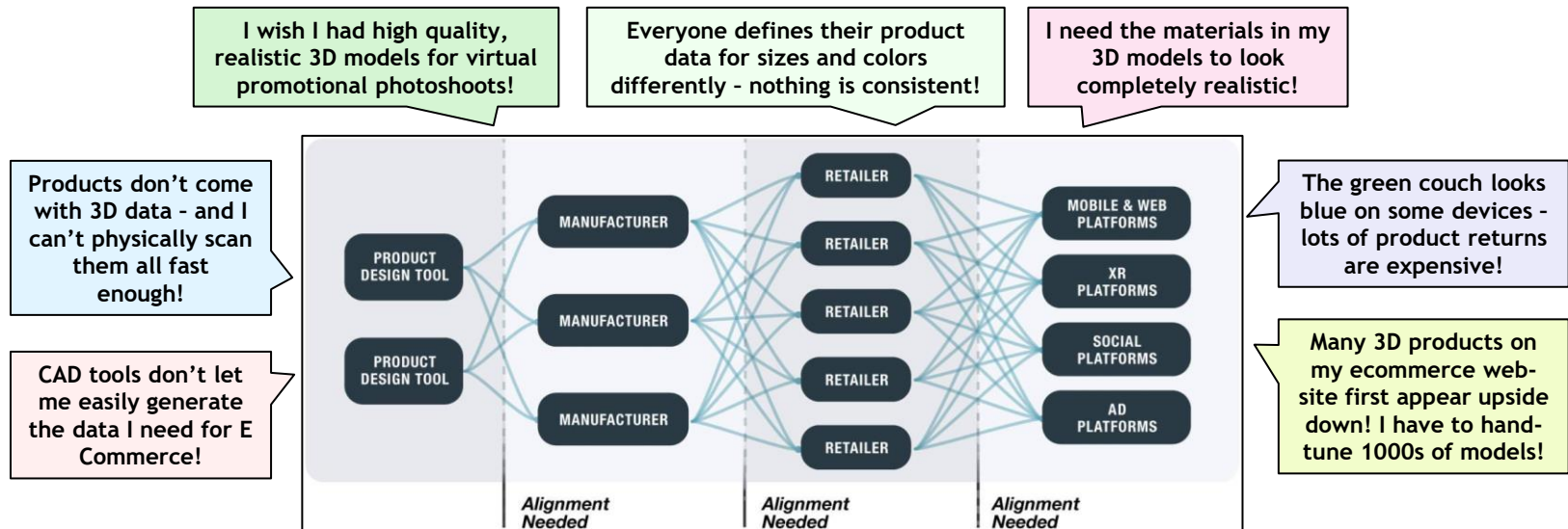
Use of 3D in e-commerce can lower costs, increase sales, reduce returns and increase customer satisfaction and loyalty



Deployment at industrial scale we need industry cooperation

Streamline the design, distribution and deployment of millions of realistic and reliable 3D assets through 100s of companies onto multiple consumer platforms

# State of the Industry Before 3D Commerce



Complex retail pipeline with hundreds of companies and thousands of products

Many friction points - tooling, technical, commercial

## Diverse Technology and E-commerce Companies Working Together



# 3D Commerce Deliverables

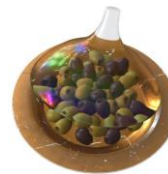


**Material Variants**  
Efficient transmission of many e-commerce products



**Metadata**  
Supports for XMP Extensible Metadata Platform ISO 16684-1 to hold consistent data for product discovery, dimensions, how a virtual product interacts with the physical world, defining variants, etc.

**PBR Materials**  
Transmission  
Clearcoat  
Sheen  
Refraction  
Specular Color  
Color Attenuation  
Volumetric Properties



**Next Steps**  
Iridescence, subsurface scattering, anisotropy, interactivity & behaviors

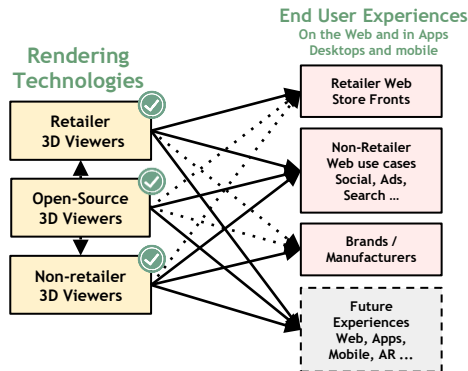
**Consistent Asset Creation**

Free guidelines for tools and product designers to create high-quality real-time 3D models for e-commerce

How to use KTX 2.0 supercompressed textures for minimized glTF download size at high quality



Open-source asset checker tool in design to guide creation and assess compliance of reliable e-commerce 3D assets



**3D Commerce Viewer Certification Program**



Viewers certified to accurately display 3D products  
Consistent deployment in a wide variety of end-user experiences: Web, social media, ad platforms, apps etc.



Certification to go beyond testing rendered pixels and achieve ecosystem consistency around tone mapping and display calibration





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