3D Commerce: The art and business of using 3D models in retail at pervasive scale

[Speakers TBA]
Ready to jump?

Challenges and Opportunities - Let’s have a look together.
Common challenges in 3D content creation journey

Challenges one may encounter

- Too many sources of information to create 3D asset (Scan, ref images, CAD, existing 3D assets etc.) – Quality Input matters.
- Managing Scale and number of products.
- Future proof transformation/Universal Content
- Cost of 3D content creation & ROI
- Quality & Realism with latest 3D Applications
- Dilemma over IP rights & Digital waste
- Niche Industry, limited availability of skilled resources

Opportunities available to tap

- Best practices for dedicated production pipelines.
- Automation and tools/platform available for asset creation/management/validation
- Khronos (glTF standards) – An attempt to make your 3D asset future proof.
- Machine Learning tools for reusability to drive cost down for 3D model and material.
- Own your IP - Model creation at source (supplier/manufacturer level)
- Educational material to ensure quality, realism and train resources.

Yes, challenges are there but advantages overcome them all.
Khronos - A support system in this transformative journey

**Khronos Ecosystem**

- **3D Content Creators**
- **DCC Tool Providers**
- **eCommerce Players**
- **Suppliers**

- **Multiple asset support**
- **Tools (Asset validator/Image Comparison)**
- **User Journey/Best Practices**
- **Group of industry leaders**
- **Success Stories/Real world examples**

- **Universal Content**
- **Guidance to move from 2d to 3d.**
- **Benefit by tools & technology development**
- **Reduce trial & error time & cost**
- **Contribute to the future**

**Minimize Uncertainty**

**Remain on Top of recent Developments**

**Future Proof**

This work is licensed under a Creative Commons Attribution 4.0 International License