



**SIGGRAPH 2021**  
VIRTUAL 9-13 AUGUST

**KHRONOS™**  
GROUP



# 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.

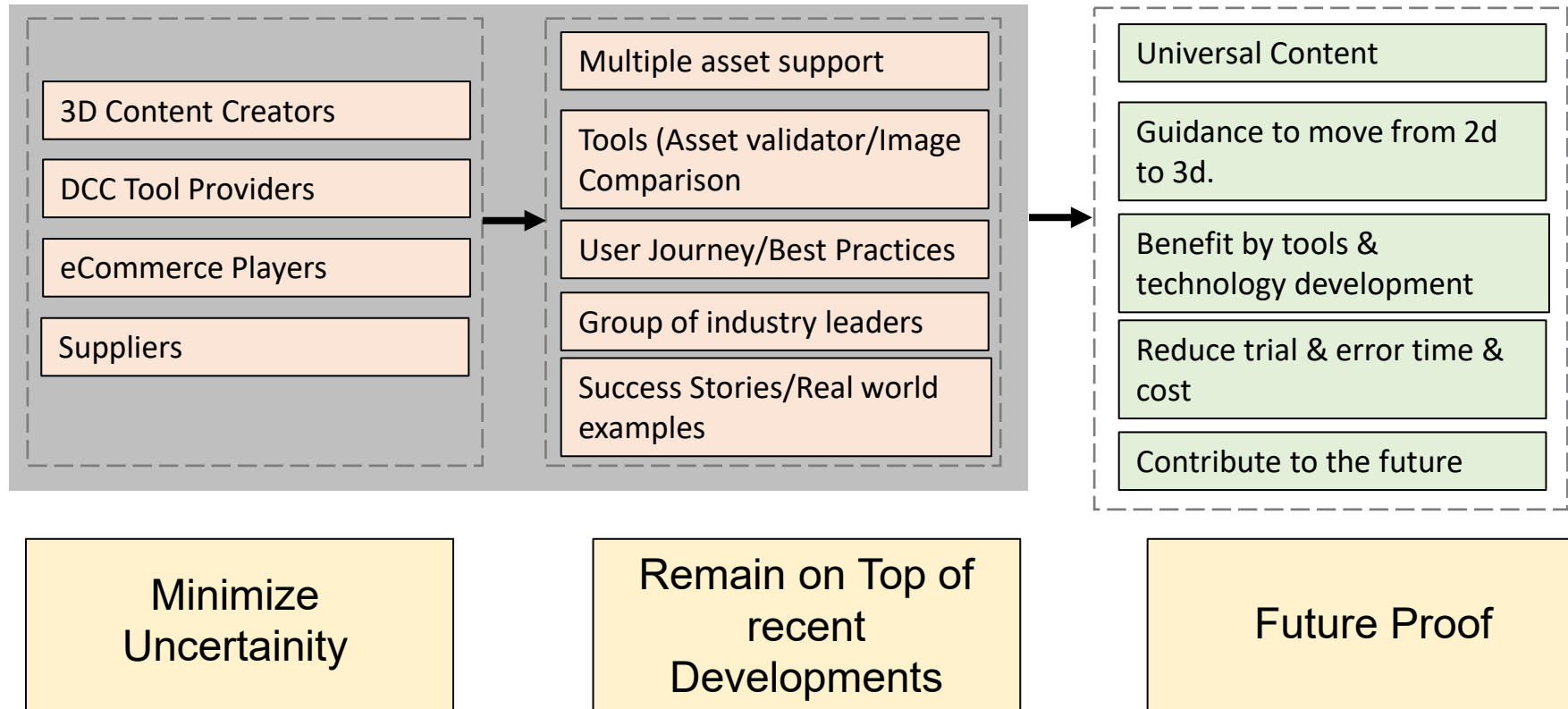
Own your IP - Model creation at source (supplier/manufacturer level)

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



# Diverse Technology and E-commerce Companies Working Together

