



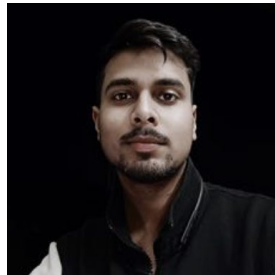
Overcoming the Challenges in eCommerce Content Creation with glTF

Introduction



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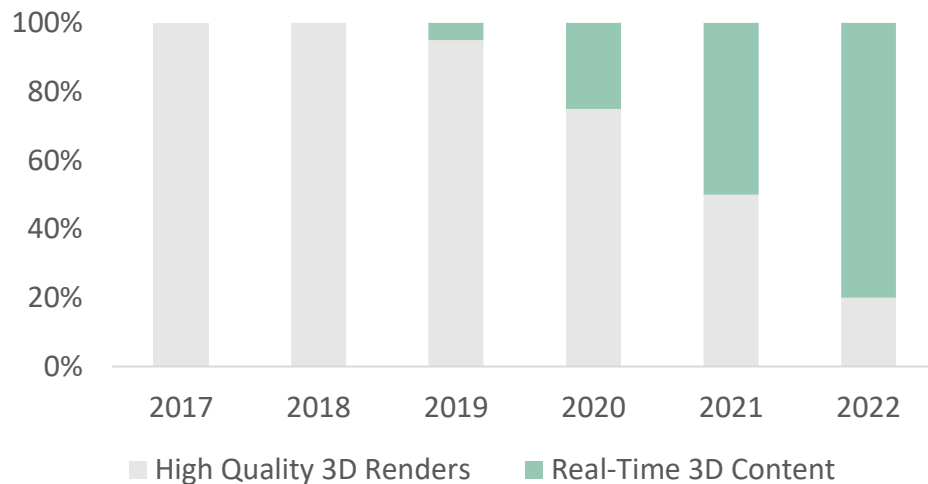


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3D Content Creation Trends for eCommerce

3D Asset Utilization in eCommerce*

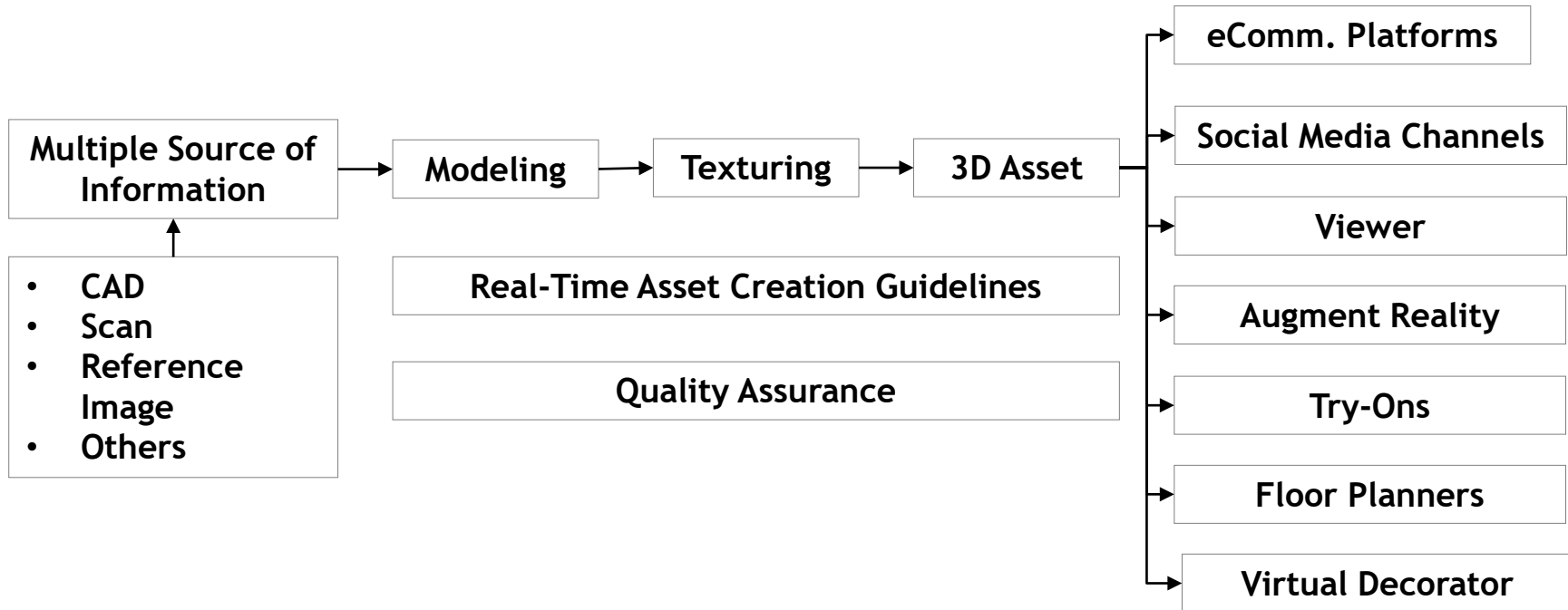


- ✓ Demand for Interactive Real-time 3D Assets
- ✓ Light Weight Format
- ✓ Multi-Platform Rendering Support
- ✓ Photo-realism in 3D Real-Time Asset
- ✓ Editable/Customizable
- ✓ Backward Compatible
- ✓ Future Ready

*Data Based on Proportion of Content Created by SuperDNA 3D Lab for large eCommerce Players

Production Pipelines

Build Once Use Everywhere



Transformation in Pipeline to meet the Real-Time Interactive Asset Requirements & the role of glTF

From

To

Modelling

- High Poly Mesh
- Traditional Modelling Techniques
- Optimization Tools
- In-built as well as Specialized
- Scan, Retopology, Photogrammetry, Geometry Nodes, Procedural

Texturing

- PBR Centric
 - Base color, Metallic and Roughness
-  extensions
 - PBR Materials
 - Transmission, Clearcoat, Sheen, IOR, Specular Color, Volumetric Properties
 - Material Variants
 - Efficient Transmission of many eComm Products
 - Metadata Guidelines



Street Beach Midnight



- KTX

Example of Assets with glTF extensions - KTX



(300% zoom)

JPG + PNG

File size: 12.8 MB

Memory: 96.2 MB



(300% zoom)

KTX: UASTC + ETC1S

File size: 10.4 MB

Memory: 21.4 MB

Example of Assets with glTF extensions - Sheen

Without Sheen



With Sheen



Example of Assets with glTF extensions - Transmission

Without Transmission



With Transmission



Thank You