

HOME & LIFESTYLE

PERFECT PRODUCT STAGING

Easily create powerful high-end
3D experiences



CREATE AN EXCEPTIONAL SHOPPING EXPERIENCE BY PROVIDING CONSUMERS WITH NEW WAYS TO EXPLORE YOUR INVENTORY AND TO EXPRESS THEIR INDIVIDUAL PREFERENCES THROUGH PRODUCT CUSTOMIZATION

Brands that can stimulate the consumer's imagination gain their loyalty and repeat business. In an omni-channel environment, shoppers have a myriad of purchasing opportunities but need product choices as well to stimulate their interest. In the physical store or on the web, inciting consumers to go past the browsing stage can be accelerated by entering the realm of personal choice and offering both an extended assortment and options for personalization and customization. Consumer-savvy brands that master the art of choice will conquer this new frontier and unlock the secret to sustainable success.

Perfect Product Staging is trailblazing technology powered by the **3DEXPERIENCE®** platform that provides consumers with high-end 3D realistic digital imaging capabilities to access a broader range of inventory and even configure their personalized products in real-time. By empowering consumers, **Perfect Product Staging** brings the shopping experience in the store and on the web to an entirely new level.

3D photorealistic visual content transforms shopping into a powerful statement of personal choice

In the physical store or online, **Perfect Product Staging** powerful 3D visualization technology that enables consumers to configure their products with stunning realism. They can pick and choose from various colors, material and other features and are informed of pricing, availability and delivery timeframes in real-time based on each individually-configured product. Brands benefit from the **3DEXPERIENCE®** platform's unique source of information enabling them, from the same 3D model used in the design phase, to create product images for use across all selling points. This helps ensure consistent messaging and drastically decreases the complexity and cost of sustaining a coherent offering across markets while introducing mass customization.

Digital assets virtually increase store space while reducing inventory costs

Allowing choice should not cost brands and retailers more in physical store space or inventory management. **Perfect Product Staging** allows brands and retailers, of all sizes, to meet a broader range of consumer needs without increasing selling space. By replacing physical stock with 3D digital photorealistic images brands can offer consumers an extended product assortment without increasing inventory or compromising on the quality of display.

Shop anytime, anywhere on any device

With **Perfect Product Staging** consumers can select, configure and personalize their products in the store or on the web on a range of interactive display devices that include tablets or smartphones, touch screen-based systems, and full immersive showrooms. Personal configurations can be stored, accessed and modified by the consumer anywhere and anytime and even shared with friends via email or social media. With **Perfect Product Staging**, shopping becomes a personal and a social experience.

To learn more about Perfect Product Staging, [click here.](#)



Our 3DEXPERIENCE® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE** Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our **3DEXPERIENCE** platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

