

The ultimate **3D & AR**
product **visualization & customization**
platform

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MARKET PREAMBLE

According to recent studies*, in 2021 e-commerce sales worldwide reached nearly 5 trillion USD, one-fifth of global retail sales (+16.3% compared to 2020). The digital revolution, fueled by numerous technological evolutions, has been disrupting all industries for many years. The pandemic has also acted as a strong catalyst, accelerating digital transformation for both consumers and companies.

The digitalization of consumption has changed both the customer journey and purchasing behavior. Online shopping has become an ordinary and convenient act: consumers can make their purchases without any time constraints or geographical limits, while having access to an unlimited offer and detailed product information. Digital shopping experiences have become an essential part of the buyer journey and complementary to in-store experiences.

Brands and retailers must take these changes into account to better address a new, hyper-connected and increasingly demanding consumer, for whom the boundary between online and offline must no longer exist. More than buying products, today's customers are constantly looking for new, immersive and personalized experiences. Many consumers are interested in the ability to personalize products or even to have them made-to-order to incorporate their personal preferences.

* > <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales>



Creating added value with 3D and Augmented Reality

Brands and retailers are gradually becoming aware of how they can harness the power of 3D and Augmented Reality (AR) technology to create value throughout the entire product lifecycle, from design to sales, in economical, ecological and social terms (both internal teams and consumers).

Increasing sales, building consumer loyalty and reducing costs continue to be fundamental goals for every brand. However, societal changes are pushing brands to rethink their internal workflows in order to produce more eco-responsibly, whilst getting their collections to market more quickly and in a way that better fulfills consumers' expectations.

3D and AR technologies provide real solutions for the different challenges brands are facing. For **product development**, they enable design teams to create and develop products digitally, offering more efficient, sustainable and cost-effective workflows. With regard to **marketing and sales**, these technologies offer consumers the possibility to enjoy phygital shopping experiences, where the physical and digital elements fuse together to offer a unique and immersive experience. For example, 3D and AR can take the shopping experience beyond what is physically possible, such as empowering the customer to discover the internal workings or the composition of a product, or visualizing the product in a real or virtual environment.

In terms of **value creation**, empowering consumers with more freedom to interact with products across all sales channels drives engagement and **converts passive browsers into active buyers**. Interactive 3D & AR technology is particularly relevant for eCommerce as it enables online shoppers to explore products from every angle and even to try out product features. This helps build consumer confidence and facilitates the decision making process, while reducing returns thanks to higher customer satisfaction rates.

Here are some statistics on the impact of Interactive 3D on...



30%
Activation rate

When a 3D experience is proposed, 1 in 3 online customers load the 3D



90%
Engagement rate

90% of users spend at least 10 seconds interacting with the 3D experience when loaded



1min45
Captive time

An average of 1m45 is spent playing with the Interactive 3D & Augmented Reality experiences



+35%
Conversion rate

Customers are more likely to purchase when they experience products in 3D or AR

Source: Emersya Analytics and Client case studies

ABOUT EMERSYA

Emersya is an **innovative French scale-up** that has been pioneering Interactive 3D and Augmented Reality technology for the past 10 years. We develop a SaaS platform and web-based solutions that empower brands and retailers **to create engaging product experiences**. Our state-of-the-art **real-time 3D technology** provides a universal medium that opens up a new realm of possibilities for the way consumers experience products, bridging the gap between screens and stores by offering the best of both.

Back in 2006, Emersya's founders started to imagine and prototype a unique way of interacting with products using 3D technology. After photos, videos and 360° visuals, 3D seemed to be a natural next step for **creating immersive product marketing content for eCommerce and retail**. In 2011, thanks to global advancements in IT and with the introduction of HTML5, **Aurélien Vaysset** and **Régis Richard** were able to start making their vision a reality.

Since then, Emersya has been constantly developing new features and concepts to respond to the largest number of use cases for 3D & AR over the course of a product's entire lifecycle and across all product sectors. **Emersya's proprietary technology is managed and developed in-house**, which allows for continuous innovation, whether in terms of product experiences or operational processes, in line with both consumer needs and market developments. **Data management and security** have also been the focus of R&D efforts.

Emersya's platform is now used as a central tool for 3D asset management, as it is secure, easily accessible and easily integrable with all other 3D and product management software. Our innovative solutions now

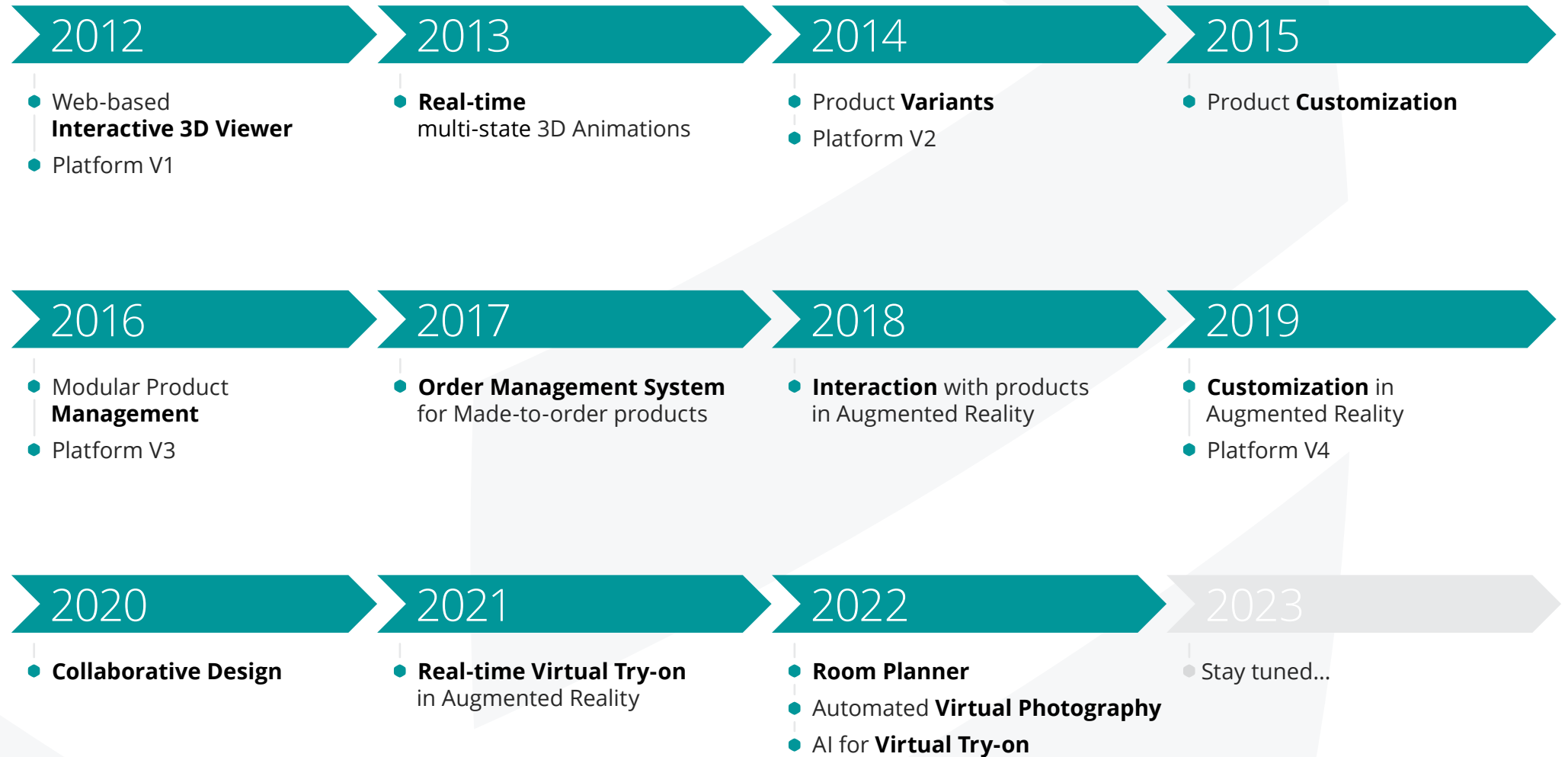
enable brands **to leverage digital assets from the start of their product development processes**, for product prototyping and colorway creation & validation, to marketing content creation, sales, production, and consumer studies.

We have been collaborating as an **active member of the Khronos Group***, to define the future standard formats for 3D assets that will facilitate their creation and use in different tools, platforms, social networks and the Metaverse.



* The 3D Commerce Working Group brings together industry-leading e-commerce companies and Khronos deep 3D graphics expertise to remove the barriers to deploying 3D in e-commerce at industrial scale.

Timeline of Emersya's innovations



Our clients

Many brands from diverse sectors have already trusted us.

150+ brands
in **40+** countries

1000+ retailers
100M+ end-users worldwide

Sams^onite®


VACHERON CONSTANTIN
GENÈVE

KIKO
MILANO

vitra.

SALOMON

DECATHLON

 BILLABONG

GIANT

 VICTORINOX

CARAN D'ACHE

GRUPE
SEB

Targus®

KitchenAid

 bollé.

 DAINESE®

Hanse 

Whirlpool

 beyerdynamic

 BIC®

Tefal®

Roche

CAMPINGAZ®

Coleman 

PORCELANOSA

StanleyBlack&Decker

Steelcase


SAINT-GOBAIN


deuter

ABOUT OUR FOUNDERS

Aurélien VAYSSET
Co-founder & CEO



Aurélien Vaysset is the CEO of Emersya. A true entrepreneur and pioneer by nature, he co-founded Emersya in 2012. 10 years spent working closely with numerous leading brands and retailers from diverse industries has allowed Aurélien to continuously drive innovation within the company thanks to his deep understanding and anticipation of clients' needs.

His role: to make the Emersya platform accessible to the greatest number of users through constant improvement of the user experience. He also oversees the development and integration of new features that will fulfill the needs of today's customers as well as those of tomorrow.

Engineering degree
from Polytech Marseille



Régis RICHARD
Co-founder & President



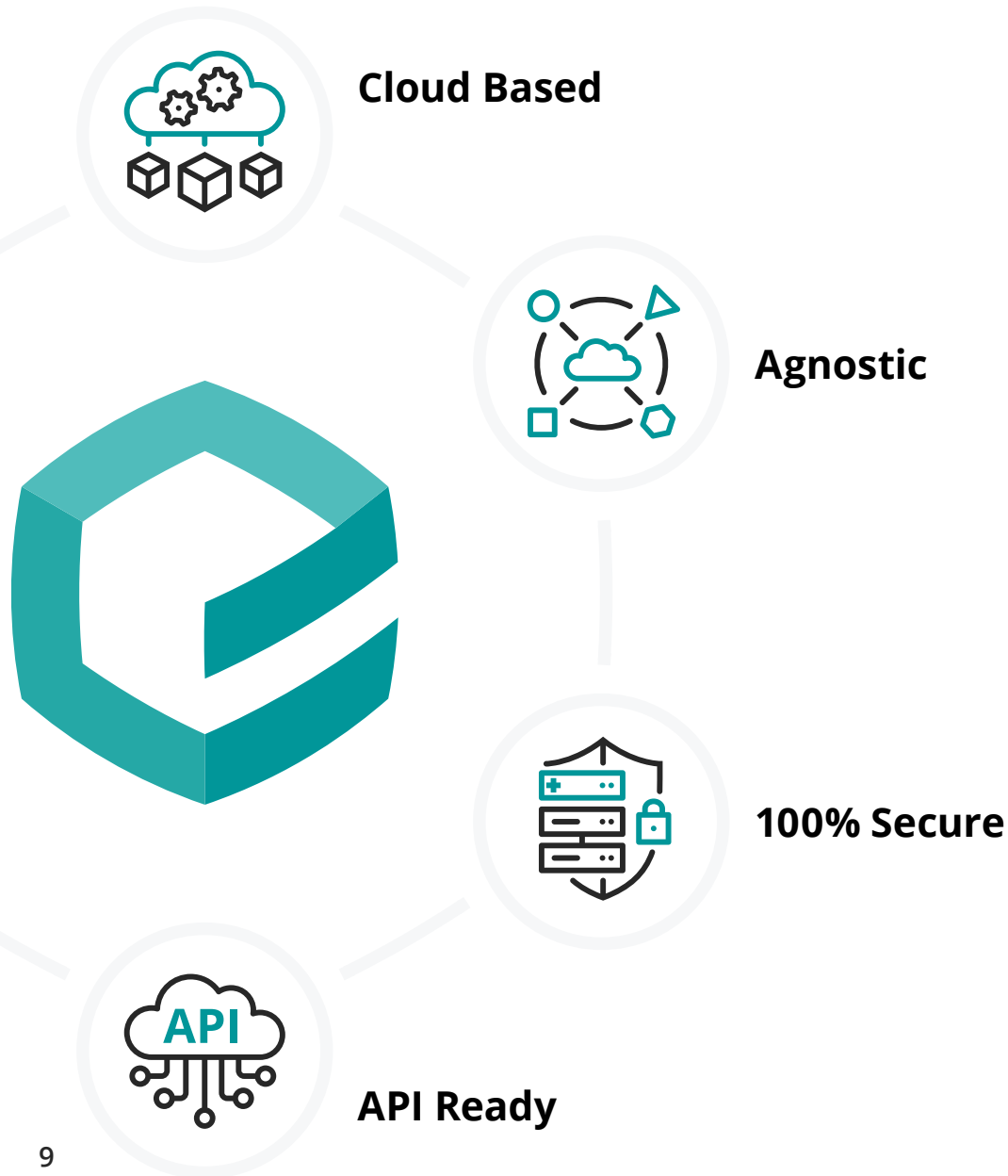
Régis Richard is Emersya's General Manager. He co-founded Emersya with Aurélien in 2012. Régis is the chief architect working in the shadows as he manages the entire back-end of the Emersya platform.

His role: to make Emersya's ambitious road map a reality. Coordinating the different development teams, he oversees the evolution and optimization of the Emersya platform and solutions, as well as the continuous R&D projects that keep Emersya at the forefront of technological advancements in their industry.

Engineering degree
from Polytech Marseille



ABOUT OUR SOLUTIONS



Emersya develops an online platform that empowers brands and retailers to streamline their product design, marketing & production workflows, **from product conception to eCommerce and mass customization**, using advanced Interactive 3D & AR technology.

The platform has been designed to be used by the widest user base possible, from designers, to marketers, sales reps and IT personnel. For this reason, **we are constantly improving the user interface** to make it as intuitive and easy to use as possible, without the need for specific training. **The platform is agnostic** meaning that users can publish 3D models and materials coming from any modelling or scanning software.

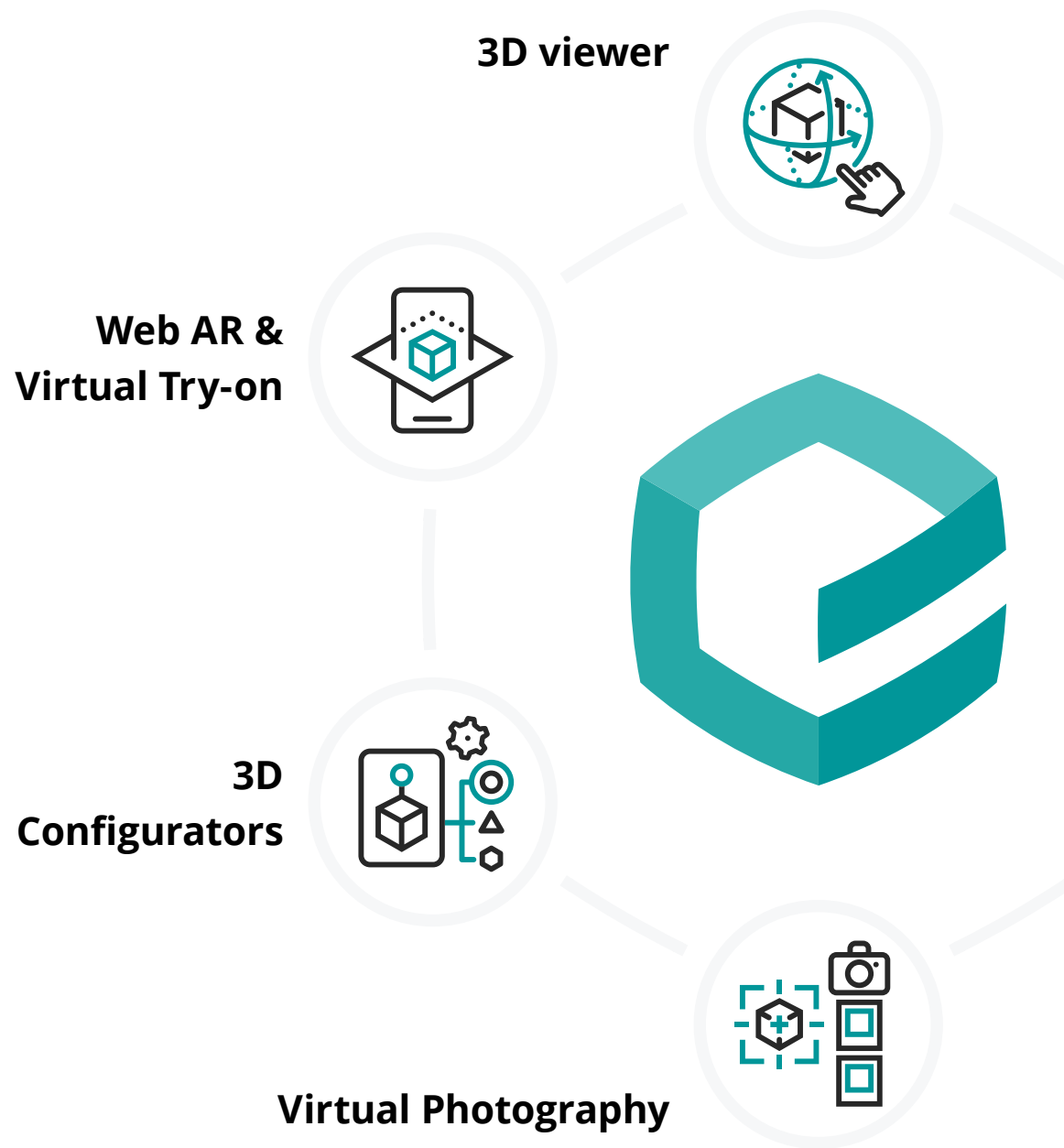
As **security is a top priority** for Emersya, all digital assets published on the platform are converted to an Emersya proprietary format and encrypted, to ensure that they cannot be directly downloaded by any non-authorized user accessing either the platform or Emersya's embeddable 3D viewer.

The Emersya platform is the central element that links together all of Emersya's solutions. Users can publish and share assets, create product variants and experiences that can be shared online or easily embedded in any website using the Emersya Interactive 3D viewer (**no plugins or third party application required**). Emersya also develops an **extensive API** that enables users to connect the platform and solutions with their other systems such as their CMS, eCommerce platform, ERP, PLM, PIM or DAM.

Emersya's solutions serve a wide variety of use cases across diverse product industries including:

- Apparel & footwear
- Furniture
- Sports & outdoor equipment
- Household appliances
- Electronics
- Jewelry & luxury

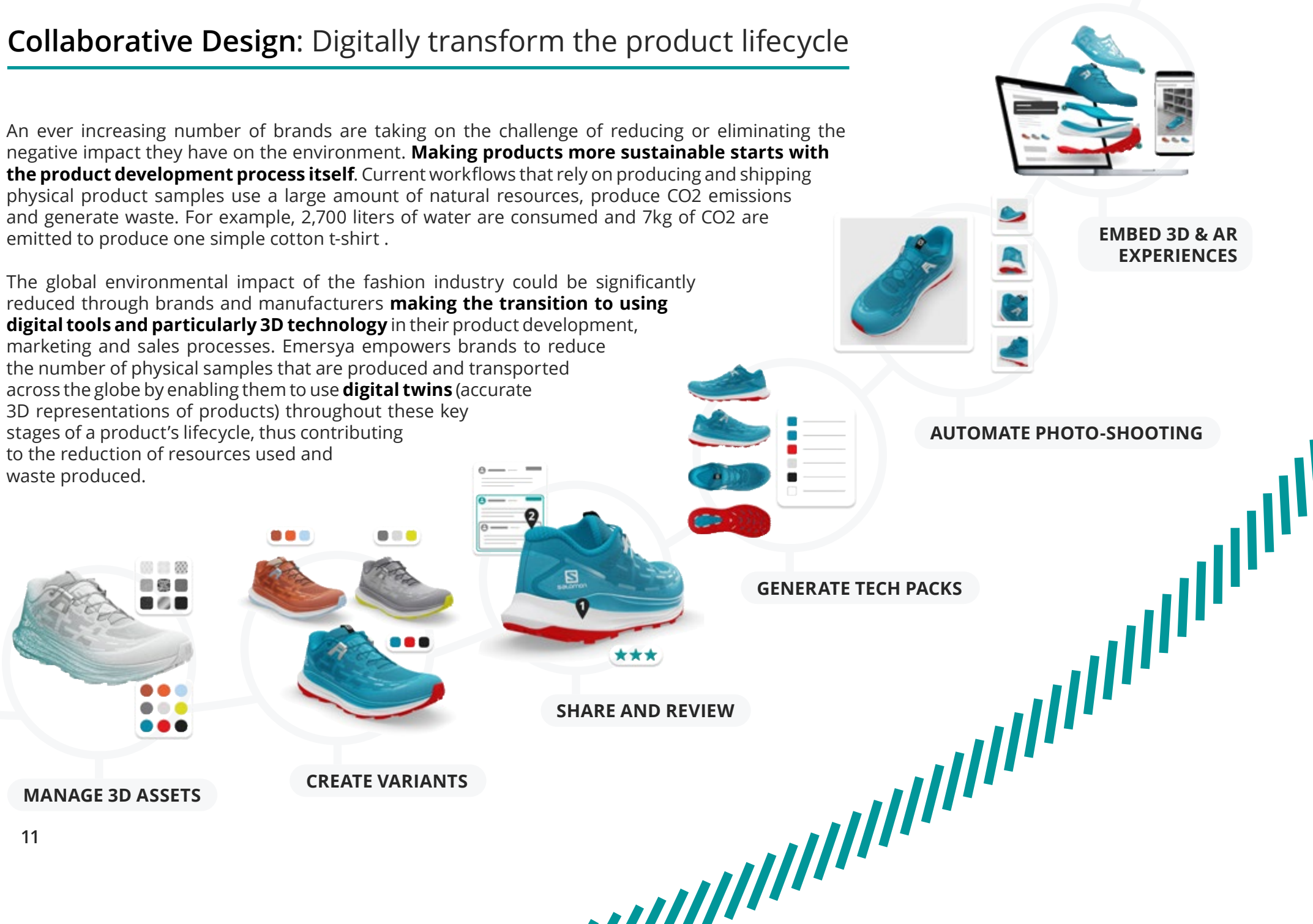
On the following pages we provide a brief overview of our main solutions, with links to more detailed information and live examples.



Collaborative Design: Digitally transform the product lifecycle

An ever increasing number of brands are taking on the challenge of reducing or eliminating the negative impact they have on the environment. **Making products more sustainable starts with the product development process itself.** Current workflows that rely on producing and shipping physical product samples use a large amount of natural resources, produce CO2 emissions and generate waste. For example, 2,700 liters of water are consumed and 7kg of CO2 are emitted to produce one simple cotton t-shirt .

The global environmental impact of the fashion industry could be significantly reduced through brands and manufacturers **making the transition to using digital tools and particularly 3D technology** in their product development, marketing and sales processes. Emersya empowers brands to reduce the number of physical samples that are produced and transported across the globe by enabling them to use **digital twins** (accurate 3D representations of products) throughout these key stages of a product's lifecycle, thus contributing to the reduction of resources used and waste produced.



Emersya's technology revolutionizes product development by streamlining the processes and making them more agile, efficient, collaborative and sustainable. Thanks to the comprehensive cloud-based solution - Collaborative Design - product design and development teams can create, review and approve new product collections in Interactive 3D and Augmented Reality. This accessible and easy-to-use solution allows global stake-holders to **review collections online at an earlier stage of the design process** which facilitates better and more efficient decision making. Once a collection has been approved, the tool **accelerates time-to-market** by helping to automate the generation of production data and marketing content (visuals, packshots & immersive experiences), and connecting to external systems such as PLM, DAM or ERP.



Reduce
Physical
samples

60 million samples/year
for the footwear industry alone
could be avoided
by using digital twins



Shorten
Creation process &
Time to market

Launch products 50% more quickly
with faster iterations,
efficient decision making
and no need to wait
for physical samples
+ generate marketing content very early



Involve
Extended
teams

Include anyone in the creation
and decision making process
(non technical teams,
merchandisers,
marketers, etc).



Generate
Production &
Marketing material

Avoid wasting 50% of creatives'
time manually filling in data
+ make production data
more reliable
+ generate packshots and
innovative 3D experiences

Find out more and discover examples

Virtual photography: Generate photo-realistic product images online and at scale

Emersya's Virtual photography solution empowers brands to **automate the generation of infinite numbers of photo-realistic product images** based on the 3D models of their products. It is possible to generate images:

- For any **product variant** or **configuration**,
- From any **viewpoint**
- For any **pose** or **product position**
- With any **lighting** and **scenery**



This module helps reduce the costs associated with product shootings but also to anticipate and accelerate the time-to-market of products and increase customer satisfaction & loyalty.

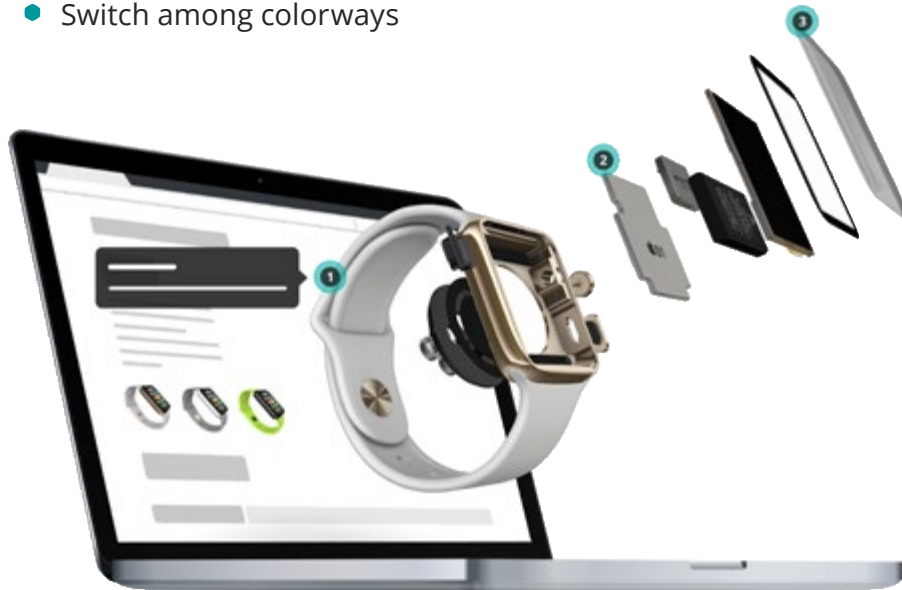
[Find out more](#)

3D viewer: Discover and Explore products in Interactive 3D

Emersya's 3D viewer allows customers **to visualize and interact with products in real-time 3D.**

Benefits **for consumers:**

- Explore products from every angle
- Zoom in on the details
- Try on products in interactive 3D and web-based augmented reality
- Try out product features
- Discover enriched content
- Switch among colorways



Benefits **for brands and retailers:**

- Boost omni-channel consumer engagement
- Drive conversion
- Build customer loyalty
- Reduce returns

Try it live:

SALOMON - Speedcross 6

KitchenAid - Built-In Refrigerator

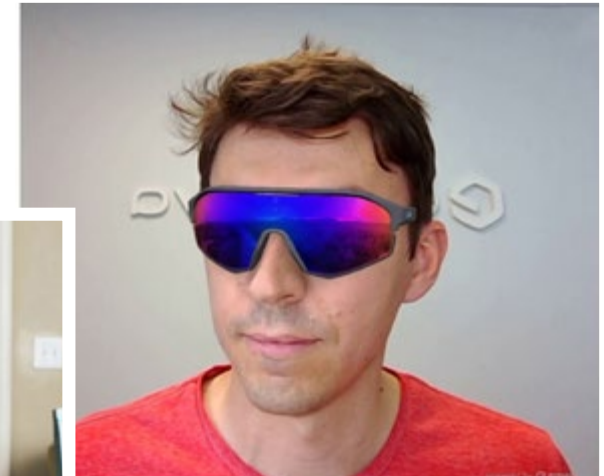
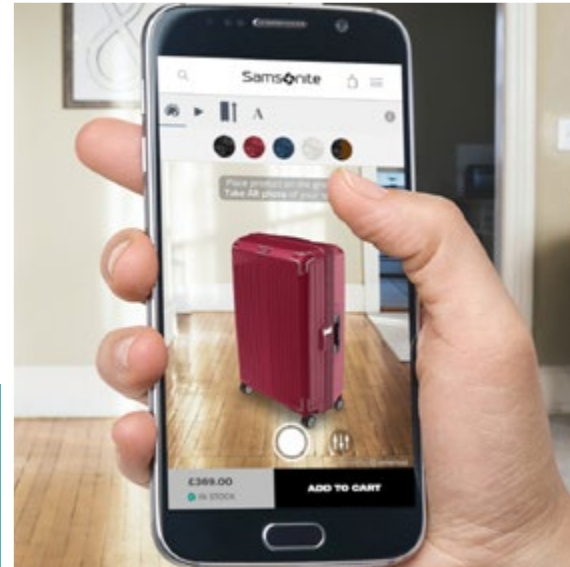
Discover other examples:

Interactive 3D Product Storytelling

Web Augmented Reality: Preview & Try-out products

With Emersya's **web-based Interactive Augmented Reality** technology, online customers can easily:

- **Try-out** the product virtually at home using the camera of a smartphone or tablet
- **Visualize** the **different options** available (color, size...) in their own environment
- **Trigger animations** to simulate specific product features
- **Try-on** headwear virtually, in real-time



The product is shown to scale, to the nearest millimeter, and with the same photo-realism as in Emersya's Interactive 3D viewer. **The experience takes place directly within the product page** (no need to download an app) ensuring a seamless online shopping experience for the consumer and uninterrupted tracking for the brand or retailer.

Emersya has also developed a **virtual try-on experience** for glasses and headwear. The experience makes it possible for the consumer to see themselves wearing a product and to share what it looks like with friends and family by sharing a simple link.

Try it live:

Samsone® - Lite box Suitcase in AR

Discover other examples:

Try Out & Try On products in Augmented Reality

Advanced product customization: Create unique products in real-time 3D & AR

The 3D configurator offers retailers an **easy, automatable process for setting up complex configurable products directly from the product webpage.**

Benefits **for consumers:**

- Create a unique product
- Customize and configure options in real-time 3D
- Add custom images
- Text & accessories
- Visualize the final product in augmented reality

Benefits **for brands and retailers:**

- Easily create
- Manage and deploy online product customization experiences
- Integrate configurators with operating systems (eCommerce, ERP etc.)
- Automate the generation of production files
- Move towards a made-to-order production system



Try it live:

BILLABONG - Board Shorts Customizer

vitra. - Eames Plastic Chair Configurator

Discover other examples:

Online Product Customization in Interactive 3D

Configure modular products online in Interactive 3D



Tomorrow's digital product experiences, Today

2023 - Montpellier - France