



SCANBLUE

YOUR PRODUCT IN 3D

Scan and present in Virtual Reality,
Augmented Reality, 3D.

SCANBLUE.COM



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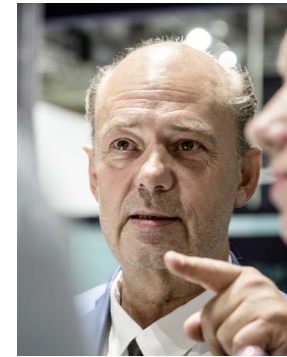
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Foreword

Dear customers,

for two decades I have been pursuing the vision of bringing the third dimension to the internet.

My abiding passion is to scan existing, real objects so well that you can 'touch' them in three-dimensional, virtual worlds – in photo-realistic, HD quality. In addition to scanning technology, our unique file format SPX is unparalleled in minimizing file sizes. Of the utmost importance, since mobile devices are preferred used accessing the Internet.

In parallel with the rapid development that display and sensor technologies have seen in recent years – whether in the context of smartphones, tablets or 3D glasses – this competence has put us in a position to be able to offer a broad portfolio of applications for practically all devices and ecosystems.

In other words: We empower you and your products for the VR commerce of the future.

We at Scanblue have put all we have into offering you the best possible 3D experience.

Wishing you great success and fun with our products!

Yours sincerely,
Norbert Zimmermann



At the end of 2015 the TIME magazine titled: »Why Virtual Reality is about to change the world« – Virtual Reality promises to revolutionize the way we live, play and learn.

ABOUT US

Scanblue – Technology driver in AR/VR

What makes us stand out?

We are at the cutting edge of 3D digitization of existing products and exploitation of 3D objects in all areas of augmented reality and virtual reality. These 3D objects are suitable for practically all devices and ecosystems: smartphones, tablets, PCs, Macs, VR glasses, AR glasses and much more.

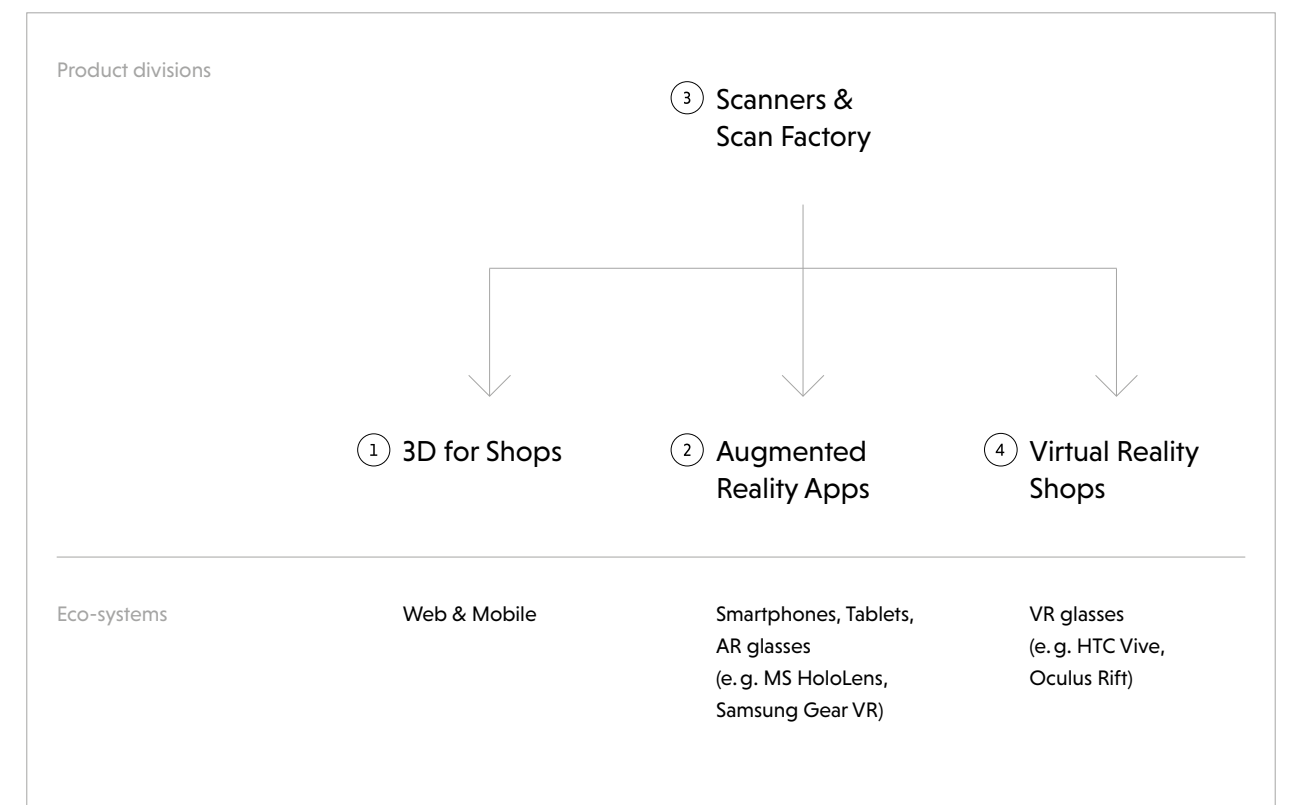
The key features: The three-dimensional images are extremely sharp and in HD photo quality. And the data volumes are minimal.

Unmatched across the globe.

Where is our focus?

2017 is a milestone in the history of our group of companies: The market environment is developing at a great pace and the topics of virtual reality and augmented reality are already making waves on the mainstream consumer market. And Scanblue is blazing the trail with pioneering technology.

Wherever we turn up – people are thrilled and can't get enough of our products.





SCANBLUE

AUGMENTED
REALITY AND

YOUR PRO

SCA

We revolutionize internet product experiences. With unique solutions for 3D, VR and AR that convince and inspire through technological advances and our passion for perfecting every detail.



3D, Augmented Reality and Virtual Reality leverage a completely new kind of product experience. Display your products in 3D in your online shop, on eBay or on your website.

1

3D FOR SHOPS

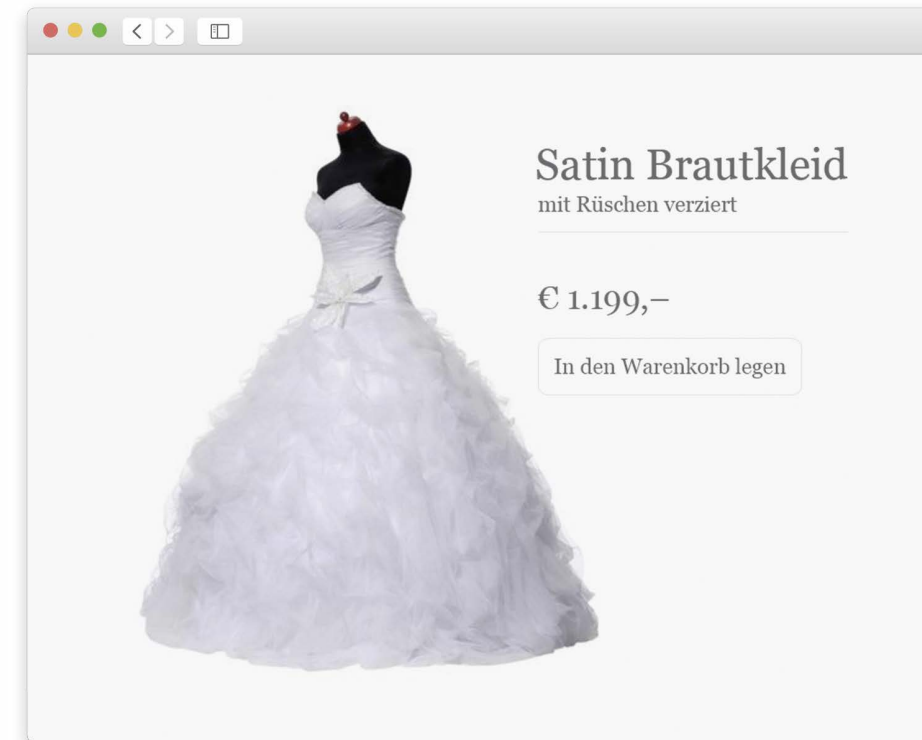
Your product. For real.
On the internet.

It's your choice

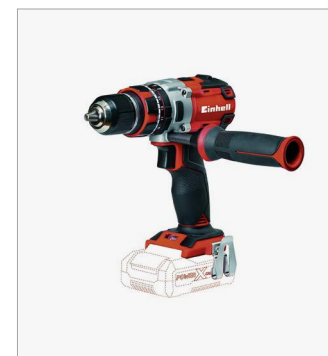
We can put your products in the limelight – in whatever way is best: You can decide between 360° product photos or genuine 3D, and also choose the number of axes through which the product can be rotated. Your product representations can also be animated. And it is also possible for your customers to interact with the animated product models: For instance, opening or closing a product using the mouse, trying out different positions for accessory items, modifying the height.

Most important

You can also use our 3D scans in augmented reality apps and with 3D glasses for all devices and ecosystems. Never mind whether in virtual reality or augmented reality. Find out more on the following pages.



And see for yourself

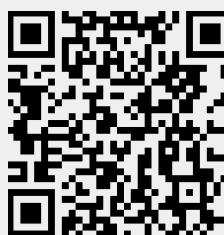


You will find more samples at www.scanblue.com

www.scanblue.com/3D

Getting started

Just tap 'Scan' in the app and scan one of the markers on this double page. You will find more markers at www.scanblue.com



Augmented reality will affect our lives in many ways: Consumers will be able to get a realistic impression of new products in the comfort of their own living rooms; Industry 4.0 trainees will receive explanations in direct connection with a given component, giving them the skills they need for delivering high-quality work. Just two examples from many.



2

AUGMENTED REALITY APPS

Merging the virtual and the real world with your product.



Your product in AR

Present your products in augmented reality on smartphones and tablets. Our apps process many standard formats for 3D objects. But it comes as no surprise that we can thoroughly recommend the 3D scans that Scanblue itself produces – in high-resolution photo quality with very small file sizes. The app presented here was developed in cooperation with 3D Mobile AG. Others enable you to present your products on the MS HoloLens or Samsung Gear VR platforms.

Features

Our AR apps include a catalogue system that you can configure flexibly, so your customers can easily order online directly from the app. It is quite simple to set up a connection with your ERP system. Hotspots in the app's product display show the customer how to access other product details or find out about its availability – including in local retail outlets.



See for yourself



On our journey through the various eco-systems in this brochure we have showed you these three scans in every environment.



We invite you now to try the interaction on your HoloLens.

TRY OUR HOLOLENS APP

The brand new member in our product family

Now, you can even use our photo-realistic, HD 3D scans on your Microsoft HoloLens. Using our scan technology enables your customers to place and move your products in their room. What's special: this interaction can involve multiple objects simultaneously.

Powered by our brand new app on Microsoft HoloLens – the probably most outstanding Augmented Reality environment currently in the market.

If you have a HoloLens in your reach, just try it now.

The fastest way to download in your HoloLens

marketing.scanblue.com/hololens
or search in store for »3D mobile«



Download on the Windows Store



Scanblue technologies enable digitization of existing products in 3D for all areas involving AR and VR. The 3D objects are suited to practically all devices and ecosystems: smartphones, tablets, PCs, Macs, VR glasses, AR glasses and many more. What is special: The three-dimensional products are razor-sharp and in HD photo quality. And the data volumes are minimal. Unique across the globe.

SCANNERS & SCAN FACTORY

Getting the perfect shot of your product in 3D.

Scan Factory

The fastest, easiest and best-value path to a 3D data model automatically takes you to our Scan Factory. You send us your product, and a few days later you have the perfect 3D data model for your website or your online shop. The team running our brand-new Scan Factory in Auetal/Schaumburg is looking forward to you and your products.

The most popular scans are

- 360° product photos, rotatable about 1 to 3 axes
- High-resolution, photo-realistic 3D scans

You will find the Scan Factory price list at www.scanblue.com

Scanners

If you want to do the scanning on your own premises, we provide 3D scanning systems for purchase, for rental or for leasing. The systems are always supplied with self-explanatory software that walks you through the scanning process and ensures optimal results. We are world leaders in this area and can look back on nearly two decades of research and development, so we can provide you with absolutely state-of-the-art equipment and algorithms. Our product range starts with simple, manually operated systems and goes up to industrial-scale systems that provide for almost completely automated transfer of the generated 3D data into all common ERP systems.

	3D ScanBook	3D ScanTable	3D FastContentter	3D BodyScanner	3D ScanSpider
Area of use	Small, light objects	Medium-sized objects	Ideally suited to industrial applications within automated workflows.	All pictures are taken at once. The 96 or 144 cameras trigger simultaneously. This means that a scan only takes 3 to 5 seconds.	Scans of larger, heavy objects. The object is orbited with the aid of the precision arm.
Object is moved for generating images	yes	yes	yes	no	no
Diameter of rotary plate	24 cm	40 to 240 cm	according to customer requirements	no rotary plate	no rotary plate
Max. object height	30 cm	60 to 240	according to customer requirements		no limit
Max. object weight	7 kg	70 to 400 kg	according to customer requirements	no limit	no limit

VIRTUAL REALITY SHOPS

The tomorrow of E-Commerce starts here. Right now.

Last year, the Pokémon Go game ensured that augmented reality entered the field of consciousness of average users and began to affect their user behaviour. The forecast on the left shows clearly that the same will soon be the case for VR and AR glasses.

This smooths the path towards completely immersive VR experiences that involve all the user's senses, as well as towards augmented reality (as with MS HoloLens, for instance) in which real and virtual objects merge within a perceived world.

The next eCommerce generation will take up this opportunity to provide us with a completely new and pleasanter buying experience, and one that is much better tailored to what we actually want.

In the virtual world we shall 'walk' through a shop offering all our favourite goods or merchandise categories, and just as in a real shop, we shall be able to pick up the products and even get feedback through our hands on the haptic experience that that brings. There are practically no limits to the options for implementing extra features such as displaying a large amount of product information or a product comparison with evaluations from Crowd users – while we are already 'holding' the products in our hands and comparing them as we would in real life.

With Scanblue, you can experience tomorrow's eCommerce and its virtual worlds today.

Virtual reality is a boom topic. Almost all major players are planning to introduce VR or AR glasses to the market. According to a forecast drawn up by Kzero (via statista.com), the average pair of VR glasses will cost \$100 in 2018 and the number of users worldwide will be around 171 million. For 2018, Kzero expects sales of about 38.8 million pairs of VR glasses – and that estimate is conservative.

For two decades, we have been an innovator and technology leader in 3D, virtual reality and augmented reality. Our vision has always been to make the Internet »accessible«. That is why we are investing continuously and with all our heart in the development of these future technologies.



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Scanblue is a pioneer and technology leader in Virtual Reality, Augmented Reality and 3D. We provide you with everything you need to push your product into the 3rd dimension: for online shops, websites, Ebay, Amazon, Alibaba as well as for augmented reality apps or AR/VR goggles.