



SCANBLUE

YOUR PRODUCT IN AR & VR

Creating real value by virtual technologies

SCANBLUE.COM



#MoreThanReality2018

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Step #1 – Digitize

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YOUR PRODUCT IN AR & VR

Creating real value by virtual technologies.

We are technology leader in 3D digitizing of physical products. Your customer can experience your products in Augmented Reality, Virtual Reality and 3D. Razor sharp in HD photo quality and animated. With smallest file sizes.

Unrivaled worldwide.

This brochure is about sharing the optimal way to create digital equivalents from your physical products with you. And how to use them in AR, VR and 3D to inspire your customers. Just follow the next pages' four steps to gain an immense competitive advantage.

Please do not hesitate to contact us for further information or if you have questions. We are glad to be at your service!

Step #1: Digitize
Scan-as-a-Service or by yourself

Step #2: Organize & Edit
SCANBLUE 3DCloud

Step #3: Fascinate by AR
AR on Smartphones + Tablets

Step #4: Fascinate by VR
Set-up VR Stores easily



Our unique

SCANNING TECHNOLOGY

First, your product will be captured digitally by our photo-optical 3D scanning process. For this purpose, we use patented and Germany-made 3D scanning systems, which are characterized by the highest degree of precision and speed. Then, our software generates a 3D model from the collected data. To provide you with only the highest quality 3D models, we check each model by a 3D finishing step. There are two reasons for this: The human eye perceives many things differently than digital systems. In addition, photo-optical techniques are limited in detecting undercuts and therefore a minimum of fine tuning is required. At the end of this pipeline we deliver your models via our Scanblue 3DCloud. They are thus available to you for almost all AR, VR and 3D applications with just a few clicks. In addition, you can export your 3D models to other formats (i.e. OBJ, FBX, USDZ) and your media agency can use them to create individual, exciting apps and applications for your customers.

AUGMENTED REALITY

See for yourself: Just scan the QR codes to get these products' AR experience.
Please find more products digitized by us on behalf of our customers at scanblue.com.



Step #1 DIGITIZE

We are known to offer the most powerful technologies for creating the digital equivalent of your physical products. Our technologies deliver 3D models with the highest level of detail, HD photo-realistic and pin sharp surfaces, microstructures and the possibility to animate them almost limitless. And, combining this with smallest file sizes.

Unrivaled worldwide.

Option A

Scan-as-a-Service

The fastest and easiest way to get 3D models of your products is via our Scan Factory. You send us your physical product and receive the perfect 3D data model within a few days.

You can then use this flexibly in Augmented Reality for smartphones and tablets, in VR shops, VR games, in 3D for your website or online shop and, of course, in social media.

Our Scan Factory's team is looking forward to you and your products.

Option B

You use a 3D Scanning System on-site

If you wish a large quantity of 3D scans, we recommend a 3D scanning system driven by you, which we offer you according to the pay-per-scan principle.

In this case, your employees place your products on the turntable of the scanning system and start the scanning process. That's it.

The rest is done by the software. Even in this case we subject every captured model to 3D-finishing and deliver it to you via our Scanblue 3DCloud.

Pricing and further details at
www.scanblue.com



Our file format...

SPX

...combines smallest file sizes (minus 90%) with breathtaking surfaces and animations. Perfect to be used on all devices and ecosystems.

Unrivaled worldwide.

Currently available

CHANNELS

- Augmented Reality on Smartphones and Tablets (apps, WebAR, WebXR)
- AR glasses (i.e. MS HoloLens)
- VR goggles / VR stores (apps i.e. for MS Mixed Reality Headsets or Google Daydream)
- WebVR, WebXR
- Your customers reach your AR products by a single tap from your online store on their smartphones and tablets
- 3D for web sites, online stores and social media campaigns
- Your customers can easily share your 3D digital products on social media

Step #2 ORGANIZE & EDIT

So far, Virtual Reality and Augmented Reality experiences are mostly isolated solutions. They are primarily singular apps or applications that do not or hardly interact with your other marketing channels.

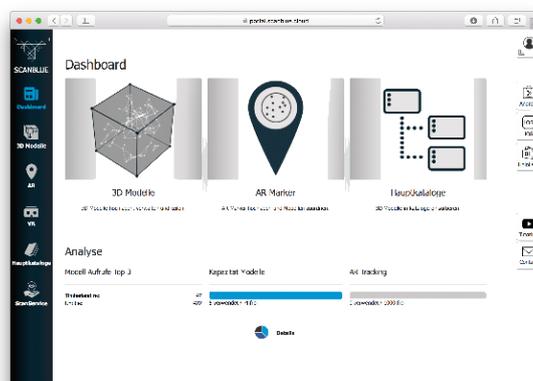
Our customers have requested a unified, web-based „control center“ to organize, edit and push 3D models in your various marketing channels, apps and ecosystems.

That’s exactly what our Scanblue 3DCloud is about.

Features: Scanblue 3DCloud

- 01 State-of-the-art, highly available and fail-safe Content Delivery Network (CDN) based on Microsoft’s Azure Architecture.
- 02 Manage all your digital 3D product models.
- 03 For each 3D model, you can decide which channels to play in. Some currently available channels can be found in the box on the left.
- 04 3D models can be edited by you. Depending on the marketing channel, you can, for example, adjust lighting situations, rotational movement, zoom range and much more.
- 05 APIs for connecting your ERP, PIM, PLM and shop systems.
- 06 Export into numerous standard formats (i.e. OBJ,FBX,USDZ).
- 07 Import from numerous standard formats (i.e. OBJ, FBX, USDZ).
- 08 3D models can be used in almost all common CMS systems without programming knowledge.
- 09 Pricing plans for every budget.

Pricing and further details at www.scanblue.com



Create your own account for our
CLOUD PORTAL

What's next?

Today, apps are only a kind of „bridging technology“. In the foreseeable future, we will therefore increasingly use native apps on our smartphones and tablets and more and more websites that look like apps.

WebAR

For Augmented Reality, this step is about to start: With WebAR Google and Apple will implement the ability to view AR objects in websites – and without the need for an app – deep into their mobile operating systems. With us, you can get a sneak preview of this amazing technology today.

If your smartphone or tablet supports WebAR (for example iOS12) here are some examples:



Step #3 FASCINATE BY AR

The highest goal of almost all our customers is to use Augmented Reality to place their products within the living room, bedroom or office of their customer.

The „real“ product experience – even before having purchased the product – is obviously an unbeatable competitive advantage. And ensures that the product is almost as tangible in the online shopping experience as it is when shopping at local retailers.

Inspire your customers

In order for you to be able to perfectly present your digital 3D products to your customers, you will receive an augmented reality app for smartphones and tablets on a freemium base. So basic use is free of charge for you.*

Features: Our new app „AR Objects“ for iOS and Android

- 01 Only one click is necessary and each of your 3D product models is available to your customers in Augmented Reality. You do not have to configure or install anything.
- 02 With a few simple steps, you can customize the app to fit your corporate identity.
- 03 Via a normal link, your customer can access your AR product directly from your online store and place it in his living room.
- 04 Within the app, your customer can choose from a catalog of your 3D models.
- 05 A button leads from the AR object directly to the purchase in your online store.
- 06 Basic use of this app is free of charge.*

* = The use of cloud services may incur costs.

For more details visit
www.scanblue.com



Download our new app now

AR OBJECTS



Browser-based VR

As always, even in VR and VR commerce, we are committed to providing you with technology that deserves to be called „state-of-the-art“.

The next important technology leap in VR is that you only need your VR goggles and a browser. Installing apps or applications is a thing of the past.

Try it yourself: If you have common VR goggles (e.g. Google Cardboard, Google Daydream, Samsung Gear VR, Oculus Rift, Oculus Go, HTC Vive, Microsoft Mixed Reality Headsets) and a WebVR-enabled browser at hand, here's an example application:



Visit our

WEBVR SHOP

Step #4

FASCINATE BY VR

Many of you will find this scenario familiar: try a new garment and stand undecided in the dressing room. Briefly sent a photo by WhatsApp home and the thumb raises or lowers. Digital everyday life.

Apparently, shopping together requires a revolution: in the future, Virtual Reality together with our friends will lead us to a next-generation online store where we feel much more real than with all online experiences today. Products can be grasped and examined in detail – as we have always known and loved before the internet came up. And even the most complex product functions can be understood interactively through the capability to animate the virtual objects.



Next generation E-commerce

Highlight: During this shopping experience, the adviser of the shop provider – also virtually – comes up. This leads to expert advice that is in no way inferior to today's advice in real retailing on site. And that, although all those involved in this shopping tour are actually in different places.

In this scenario, we as Scanblue ensure that the products within the VR store have a highly realistic appearance, unsurpassed worldwide: photorealistic and pin-sharp, with microstructures on surfaces and combined with the ability to animate complex functionalities. And that with smallest file sizes. This latter fact seems marginal at first. But considering that such three-dimensional data usually include gigabytes, it makes a difference that we're talking about just a few megabytes here.

Turnkey ready & made quickly

In addition to our world-class 3D scans, we provide a toolbox that lets you build and publish such next-generation VR stores in just a few easy steps.

Pricing and further details at
www.scanblue.com

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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 products into the 3rd dimension: for online shops, websites, social media, Ebay, Amazon, Alibaba as well as for any Augmented Reality or Virtual Reality experiences.

Scanblue technologies are patented and copyrighted.