

CP472941

Hyper-Realistic “Online, Retail Merchandising” - -Visualization with CGI

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House of Blue Beans

Learning Objectives

Digitizing the merchandising strategies for retail giants like Lowe's /Target Inc
3ds Max as Main DCC for Product visualization
Pipeline for cgi for merchandising content creation & proprietary pipeline tools
Advantages of CGI for online merchandising & Overcoming challenges of COVID situation

Description

This talk captures the success story of Digitizing the merchandising strategies leveraging CGI, for retailers like Lowe's, leading to savings in millions of dollars. This talk captures the story of how Autodesk 3Ds Max as Main DCC for Product visualization & Maya V-Ray was interleaved with in-house developed proprietary pipeline tools to achieve these results. The hyper-real, reusable images and assets transformed the merchandising efforts into affordable, inspirational outputs with far lesser turnaround time eliminating the huge logistics costs of material, space, and skilled photographers. Today's COVID situation of social distancing and constraints in physical mobility of people and material makes Digitizing of Merchandising initiatives a very compelling business strategy for all retailers around the globe. In summary, this is a proven story of "State of the art SW" leveraged to achieve a direct impact on critical Business Parameters.

Speaker(s)

Pratik Sawant

13+ years of experience in CGI
The key architect for setting up CGI pipeline for digitization
Hands-on experience with all aspects of CGI
Reachers and prototyping with gans and machine learning
New technologies review to keeping pipeline updated with new standards and requirement

House of Blue Beans



House of Blue Beans is a Visualization company

- Providing cutting edge visualization solutions and world-class services all around the world. With the help of in-house development & art talent House of Blue Beans providing inspirational content at scale.
- Working with FORTUNE® 50 Companies and Vendors of big-box retailers.
- Visualized over 15,000+ products
- Saved millions of dollars for our clients & partners
- Helped to reduce overall cycle time to go to the market and go live with the product listing.
- Enabled flexibility & re-use through cgi
- Enabling the next generation of product visualization on augmented & virtual reality platforms.

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For business inquiry

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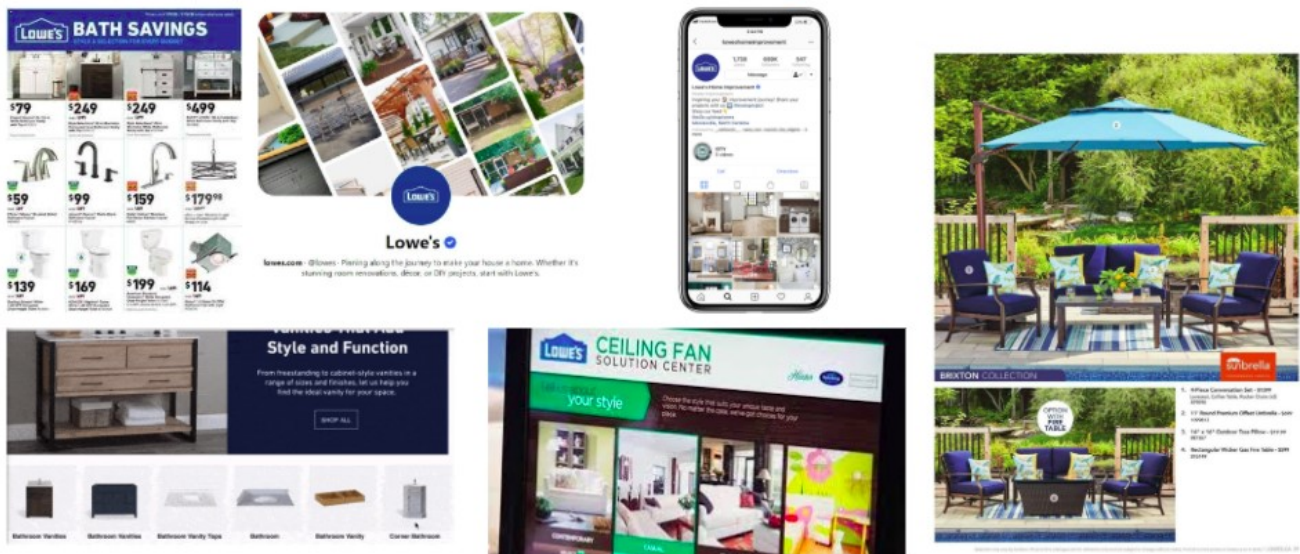
Digitizing the merchandising strategies for retailers like Lowe's

1. Product visualization for Big-box retailer
2. Challenges faced by Retailers
3. **DIGITIZE** Solution & Types of content

1. Product visualization for Big-box retailer

Merchandising is the practice and process of displaying and selling products to customers. Digital or in-store, retailers use merchandising to influence customer intent and reach their sales goals.

For merchandising products, various types of content are required for print or digital media release.



2. Challenges faced by Retailers

- Shipping & Warehousing costs & time
- Expensive Set creation & On-location shoots
- High-cost photography talent
- Photo Retouching & post-process costs
- Lack of Flexibility & Re-use

3. DIGITIZE Solution & Types of content

The conventional process of photography recurs physical products to be shipped to a warehousing unit then on to the shoot location

The set for the shoot needs to get build and managed which takes weeks to complete

After the physical photoshoot editing work takes place

Only a limited type of content is generated that cannot be used for any AR or VR experience and lacks reusability & ability to make any kind of change very limited once the photoshoot is done.

CONVENTIONAL PHOTOGRAPHY



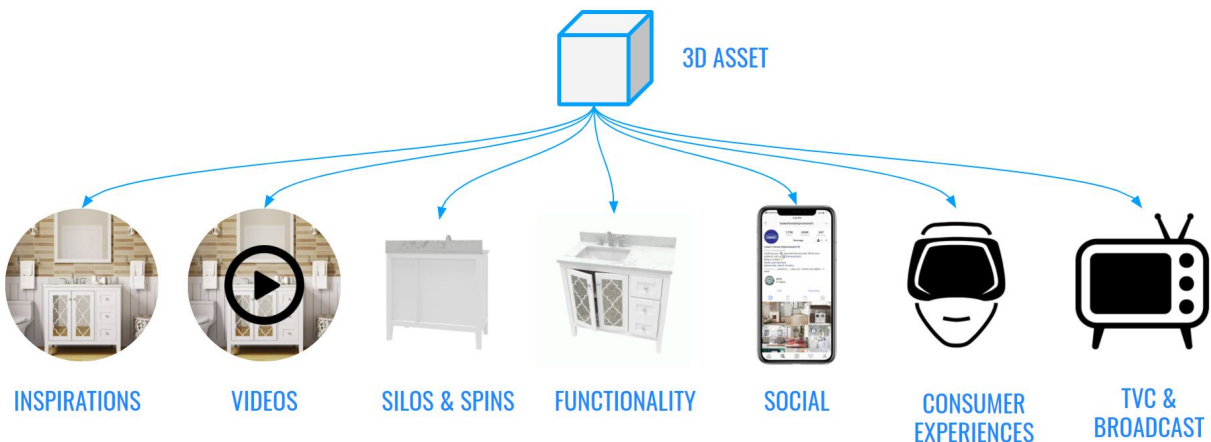
Go-To-Market Time: ~3 Months
Cost Per Product: ~\$5X

DIGITIZE is an end to end solution which caters to all needs of visualization.

DIGITIZE: END TO END CGI SOLUTION



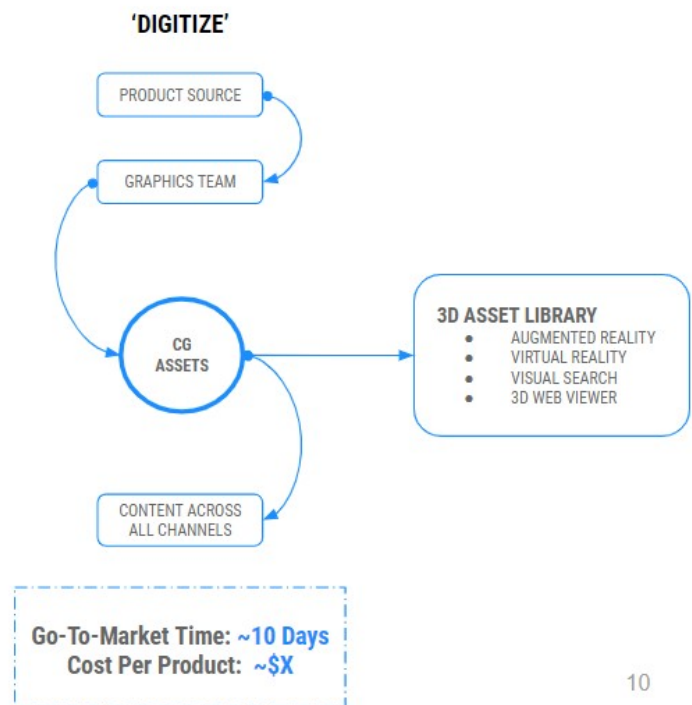
DIGITIZE



Once the product is digitized by producing a 3d asset, multiple ways to visualize and promotions open up.

This helps retailers and vendors to showcase the use of their products and generate consumer needs.

We can produce from inspirations ,videos,silos & spins, functionality, social,consumer experiences &tvc & broadcast commercials and AR & VR experiences



Example of CGI: Assets



Examples of CGI: Scenes



*Visualizing and merchandising products in a lived-in scene. These images with photography will take extensive work of physical building this kitchen & bath scene in a set and will require all the products .which will take weeks of manual work. With help of CGI, this can be done in days.



*For patio products, requires shoot locations and renting it and logistics of getting the products to on shoot locations then bring it back to the warehouse. For this scene, we did all the environmental elements in cgi the background trees, grass, the stone pavement etc..With 3d CGI we can build any type of scene or environment for product to look good and desirable

House of Blue Beans Unique Value proposition

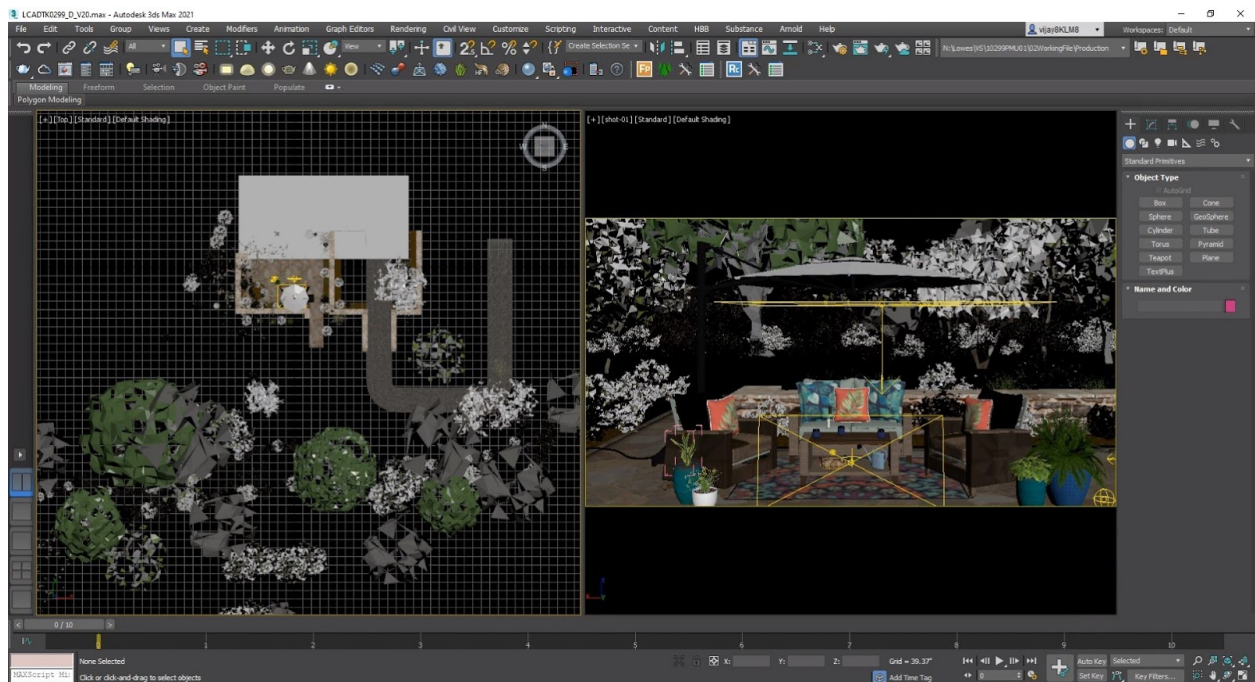
HOBB has intelligently integrated Auto Desk DCC 3Ds Max into its proprietary homegrown pipeline which was fine-tuned over 4 years of delivering tens of thousands of products and scenes

HOBB further enhanced the power of DCC tools and pipeline by appropriately integrating customized automated applications like “Scene Styler” “Image Generator” in a judicious manner to relieve Artists of mundane work and free them to focus on more creative efforts

These combinations effectively minimized human errors accelerated productivity and enable world-class outputs



3ds Max as Main DCC for Product visualization



Once the creation of the asset is completed scene building will happen in 3ds max

We build the environment and set up a virtual scene to shoot the products. Camera setup with multiple variations

Scene States

The Scene States feature provides a fast way to save different scene conditions with various lighting, camera, material, environment, and object properties that can be restored at any time and rendered to produce numerous interpretations of a model.

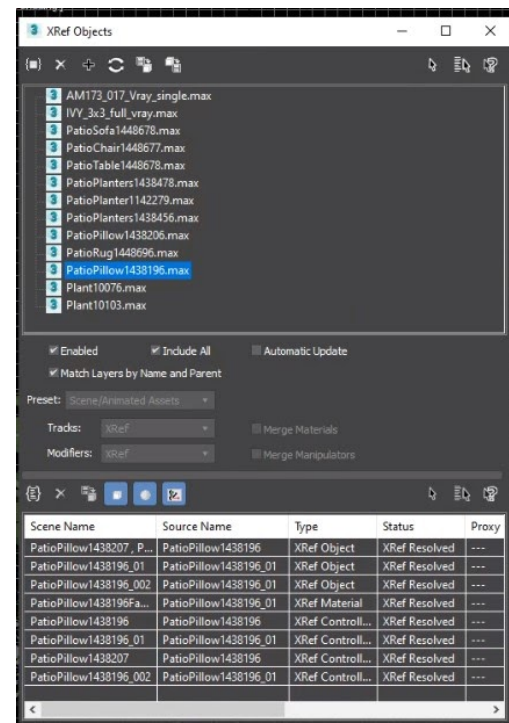
With the Scene States we manage multiple variations on the scene in one file to manage shots



Xref for handling the complex scene

Externally referenced objects, XRef objects, appear in your master (current) scene but are actually referenced from external 3ds Max files.

To manage the complex scene We use Xref to maintain updates to the products & keeping the scene file light.



Advantages of CGI

- Reduce Go-Live time
- Standardized content across channels
- Reuse of virtual sets production and assets
- Taking creative calls without having physical barriers
- 100% remote work is possible with cgi without having a physical presence on set
- Inspirational content persuades the consumer to make the final call to buy the products

