

Product Communicator (XPR-OC) New Product Introduction Internal Overview

Markus Lang
10/13/2020



3DEXPERIENCE®

What's the difference between 3D Render and Product Communicator ?

3D Render (DPA – OC)

xStudio
(XCTIRS_AP)



Product Communicator (XPR – OC)

xStudio
(XCTIRS_AP)



xHighlight
(XCTXPR_AP)



Why use the Product Communicator Role?



Photorealistic Rendering & Storytelling is for Everyone!
Lean UX, Zero Installation – Fast Easy Fun 😊



ENOVIA - Project Planning - Beamy Marketing Campaign

Beamy Marketing Campaign

Summary

Tasks

Schedule

Members

Content

Create a task...

View by

To Do (2)

Review & Approve Interactive Marketing Experience

Review & Approve 3DEXPERIENCE TWIN For Marketing


In Work (1)

Review & Approve Marketing Image Assets

Completed (2)

Create storyboard for interactive marketing experience production

Create mood board and creative brief for marketing image production




A unified collaborative environment - from design to presentation in less than 5 minutes

3DSwym Content - Content Viewer

buttons-4863361_1920

By Chief Marketing Officer

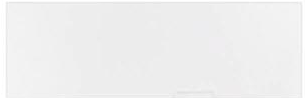
Marketing Collab... 2020-07-22 - Edited



desk-1081708_1920

By Chief Marketing Officer


Marketing Collab... 2020-07-22 - Edited



wall-416060_1280

By Chief Marketing Officer

Marketing Collab... 2020-07-22 - Edited



3DSwym

Marketing Collaboration

Maximize

Final Beamy image asset for review


By 3D Artist

Marketing Collaboration 2 days ago - Edited

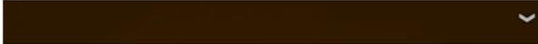
6

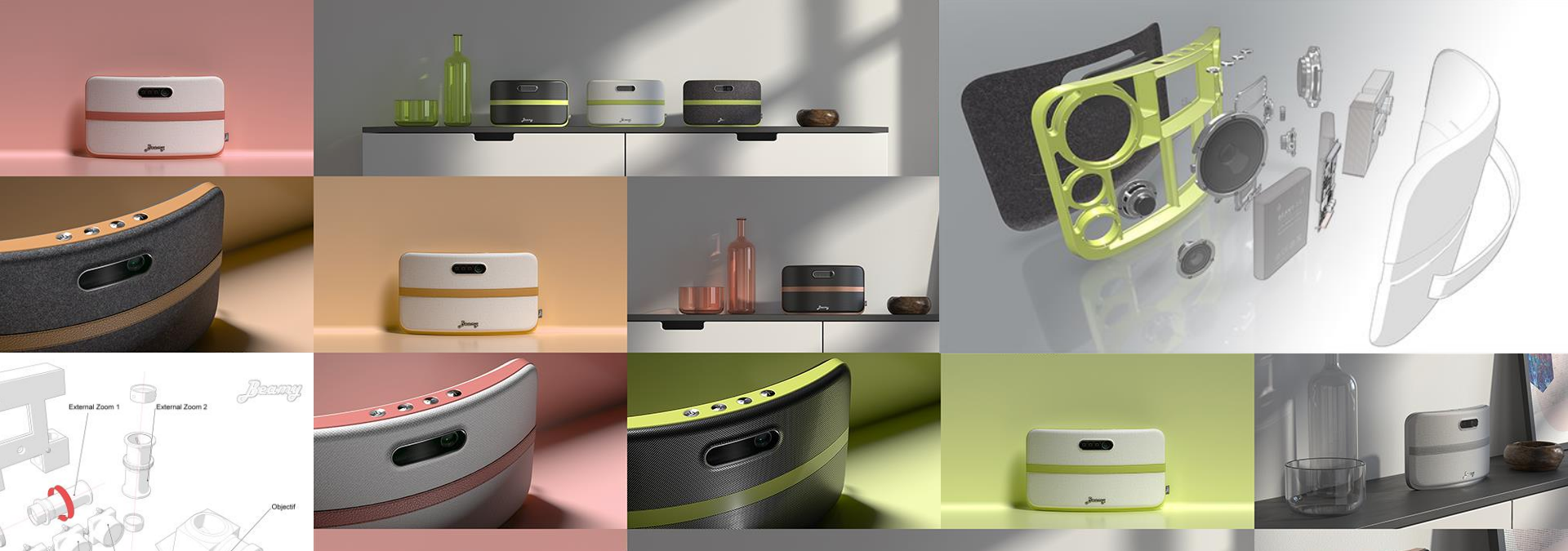
Final renderings for the Beamy marketing campaign.

Beamy close-up 4 variants in studio environment



Beamy front 4 variants in studio environment





Create perfect product communication content
relevant for all marketing channels





Product Communicator | XPR



xStudio



xHighlight

ROLE OVERVIEW

Deliver photorealistic assets, interactive product presentations, trainings and technical illustrations through cloud services available on any device with no required installation.

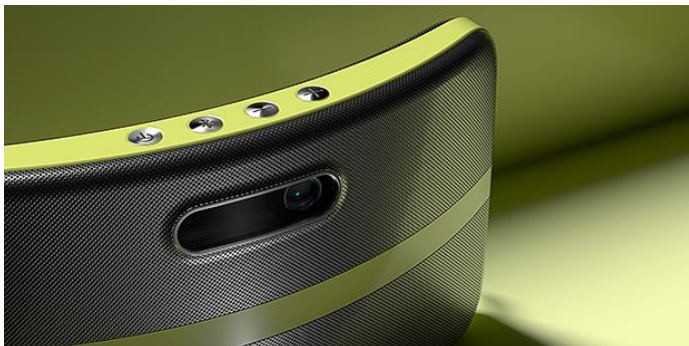
ROLE VALUES

- **product launch** content directly from the 3DEXPERIENCE Twin
- Enable **everyone** to create product communication content
- The **scalable cloud** infrastructure delivers superior content in minimal time
- 'look and feel' **consistency** across 2D and 3D experiences

What is included in Product Communicator ?



xStudio: Rendering



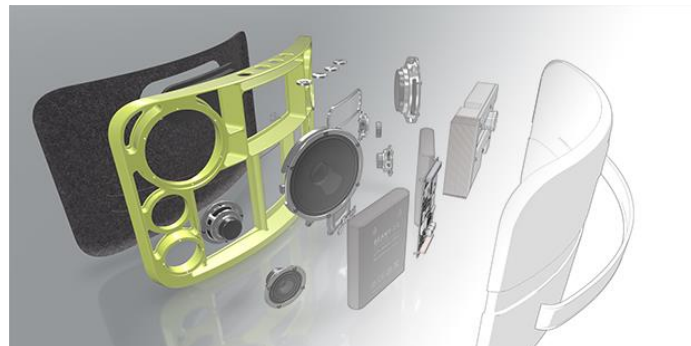
Photorealistic product shots & turntables

- Product rendering for communication & validation
- Online images & ads
- eCommerce product shots
- Flyers & promotion contents

Using **STELLAR PRECISE** for credit based rendering with a cloud based Rendering Service.



xHighlight: Presentation




Realistic interactive presentation

- Animated product presentation
- Sales & partner briefings & trainings
- Interactive user guides
- Product manuals







Using **STELLAR ONLINE** on local hardware for rendering. Rendering is included in the role price.

Role movie

 My OFFER





Explore

Catalog




Product Communicator (XPR-OC)


Role | 3DEXPERIENCE R2021x FD02




Customer FacingSales Support

L E V E R A G E

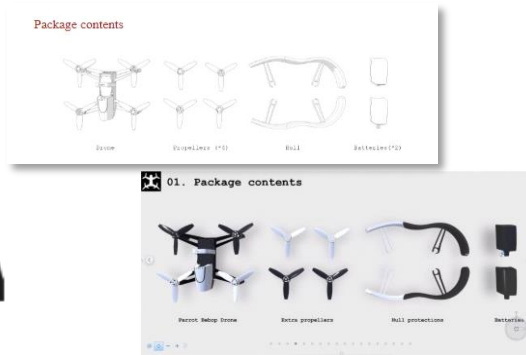


 **Video Teaser**
Product Communicator

 [Suggest Media to Authors](#)

Who will use the Product Communicator?

DESIGNER & ENGINEER



- ☐ Photorealistic product rendering
- ☐ Internal Product Presentation
- ☐ Functionality Presentation
- ☐ Technical Illustration

MARKETER & SALES



- ☐ Photorealistic product rendering
- ☐ Online images & ads
- ☐ eCommerce product shots
- ☐ Flyers & promotion contents
- ☐ Interactive Sales Trainings

What is the market we are competing in?



Adobe Dimension

Name: Adobe

Name of software: Dimension

“Create engaging content in 3D faster. Dimension makes it easy to build brand visualizations, illustrations, product mockups, packaging designs, and other creative work”



**AUTODESK®
FUSION 360™**

Name: Autodesk

Name of software: Fusion 360

„Eliminate your disconnected product development process. Unify design, engineering, electronics, and manufacturing into a single platform.”

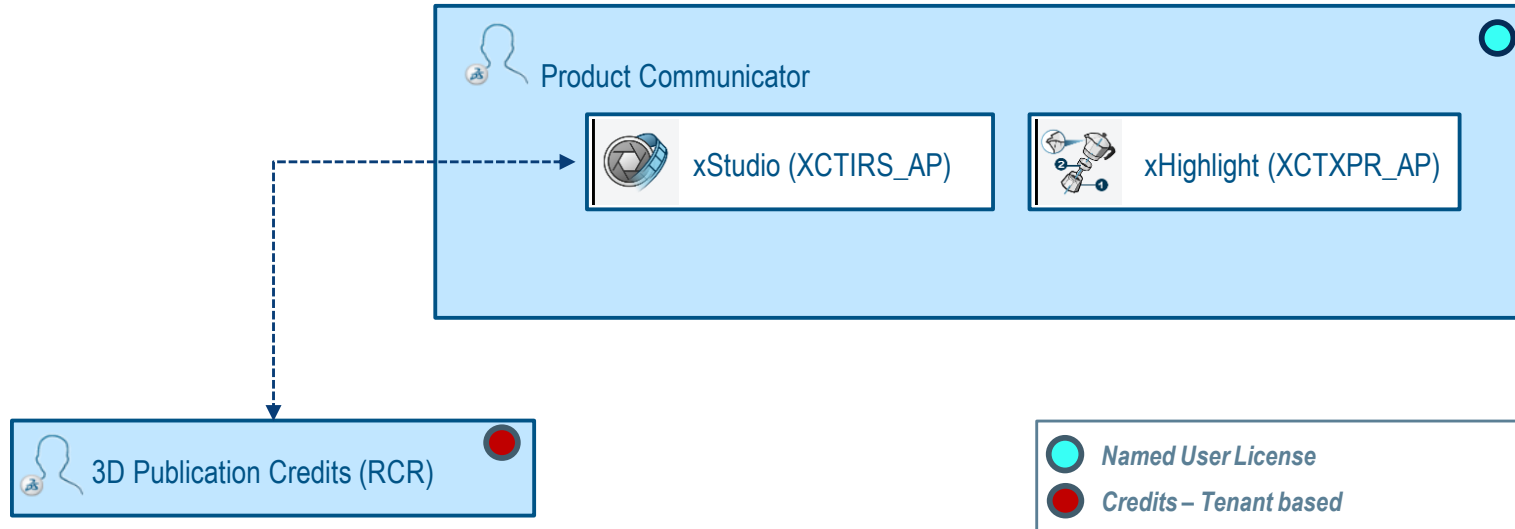


Name: CL3VER

Name of software: CLEVER 3D







“CL3VER allows engineers, architects, and other design professionals to create interactive 3D presentations to engage clients and prospects throughout the complete sales and marketing cycle.”

Product Communicator (XPR-OC) Packaging



Localization

Status 21x FD03

	ENG	FRE	JAP	CHS	CHT	ITA	SPA	KOR	PTB	POL	RUS	TUR	CZE	GER
GUI														
DOC														

CHS = Simplified Chinese, CHT = Traditional Chinese/Taiwan, PTB = Brazilian Portuguese

Where is it coming from?

3DEXCITE R&D Core Team:

► Role Portfolio Management Director:



Benjamin Becker

► Role Portfolio Management:



Markus Lang

► Role Portfolio Technical:



Maximilian Brueckl

► Development:



Pedro Garcia



Melina Faye

► User Experience:



Christoph Delfino

► QA:

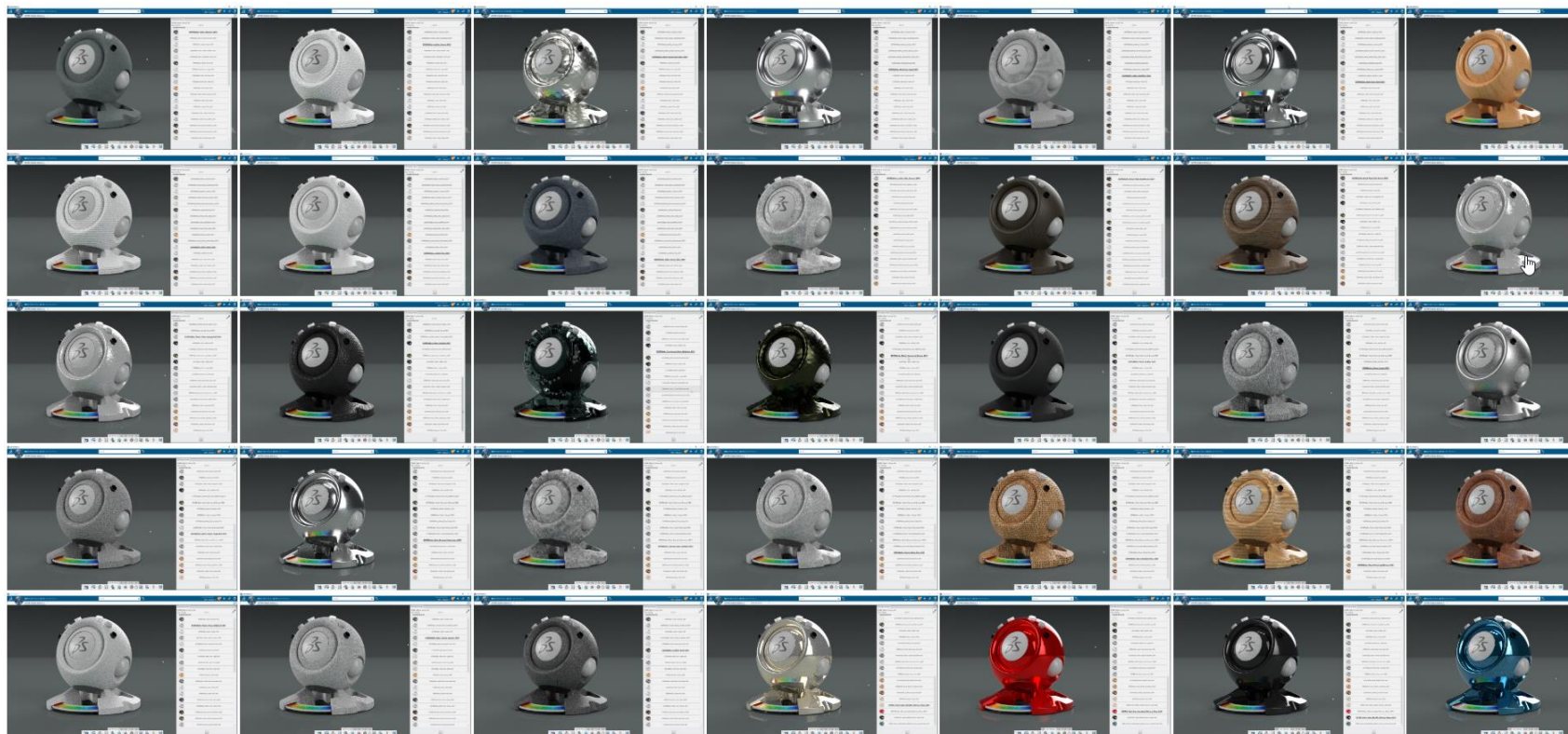


Sergey Lotar

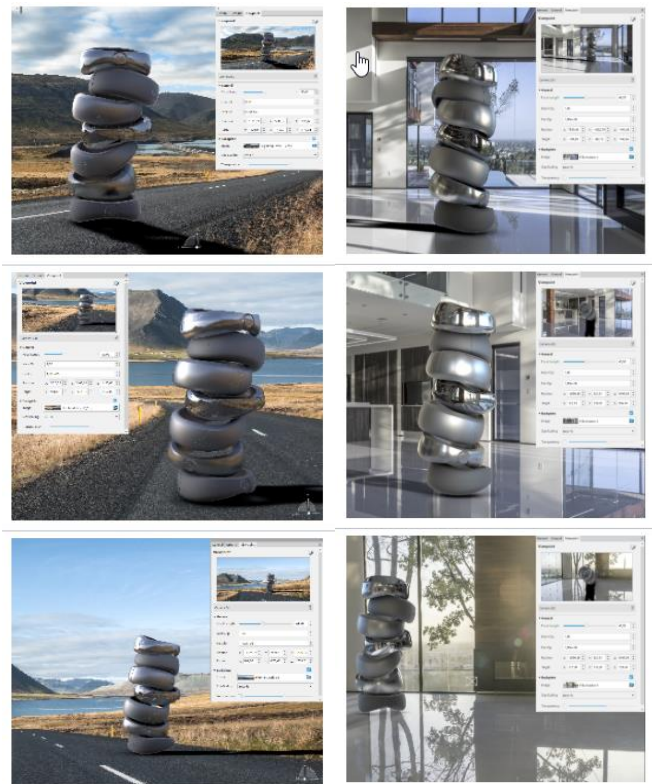
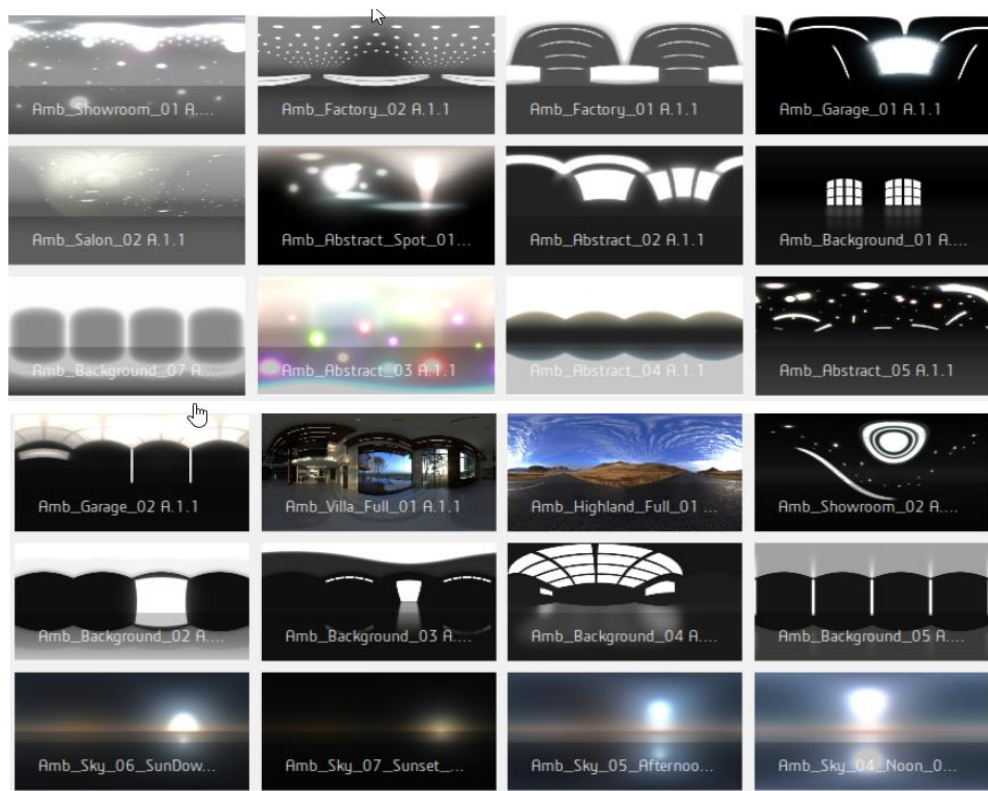
Go-To-Market Materials for Launch

- ▶ General Product Information and Video teaser on My OFFER
 - ▷ IPG and Datasheet planned for Q4 2020
- ▶ Product Information on My3DEXPERIENCE
- ▶ Training
 - ▷ xStudio User Training videos available
 - ▷ <https://learningspace.3ds.com/CompanionManager/ui#/course/en/223958/PS/false/true/user.library////>
 - ▷ Additional xHighlight videos planned for Q4 2020
- ▶ Ready to use content for perfect visualization

Ready to use content – Materials



Ready to use content – Ambiances



3DEXPERIENCE WORKS Portfolio






3DEXITE 21xFD03 Updates



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10/13/2020

3DEXPERIENCE®

21x FD03 Packaging Summary

ROLES	PACKAGES	
<div>3D Render (DPA – OC) xStudio App</div> <div></div>	<div>3D Render Medium Pack (RCR-M- OC)</div> <div><div>3D Render (DPA – OC) xStudio App</div><div></div></div> <div>2,500 x 3D Publication Credits (RCR- OC)</div>	<div>3D Render Large Pack (RCR-L- OC)</div> <div><div>3D Render (DPA – OC) xStudio App</div><div></div></div> <div>20,000 x 3D Publication Credits (RCR- OC)</div>
<div>Product Communicator (XPR – OC) xStudio App</div> <div></div> <div>xHighlight App</div> <div></div>		
<div>3D Publication Credits (RCR- OC)</div>		

