

SMART  STYLER



**Module-Based. Scalable.  
Customizable. Cloud-Based.**

# What do we offer?

On the SmartStyler platform you design, realize, present and manage your products in real time and 3D. We offer two distinct services:

- 1. Basis 3D Design Communication Platform**
  1. Design & Creative modules
  2. Presentation on & off platform
  3. 3D object management
  4. 3D model interaction
- 2. 3D Modelservice**
  1. 3D standard object library
  2. Creation of customer exclusive 3D models



## How SmartStyler works

start video here



**3D clothing design  
without 3D knowledge!**

SmartStyler overview video (duration: 02:30 min)

The image features a hand holding a smartphone in the foreground. Overlaid on the background is a large gear with a colorful eye icon in the center. Surrounding this central gear are several smaller gears, each containing a different icon: a truck, a storefront, a shopping cart, a hand holding a phone, a network of people, and a bar chart. The background is dark and textured with a network pattern.

# 3D Design Communication Platform

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SmartStyler  
3D Communication  
Platform

VCC  
3D Model Service

3D Design  
Template & Layer

CORE

3D Viewer  
Fast Visualization  
across Channels

Portfolio Manager  
3D Content & Asset  
Management

PRO  
modules

3D Review  
Online Feedback &  
Faster Approval

3D Comments  
Collaborate within  
3D objects

3D Widgets  
Add Popup  
Information

TryOn  
3D Design on  
photo model

OPTIONAL  
modules

Individual  
Configuration &  
Personalization

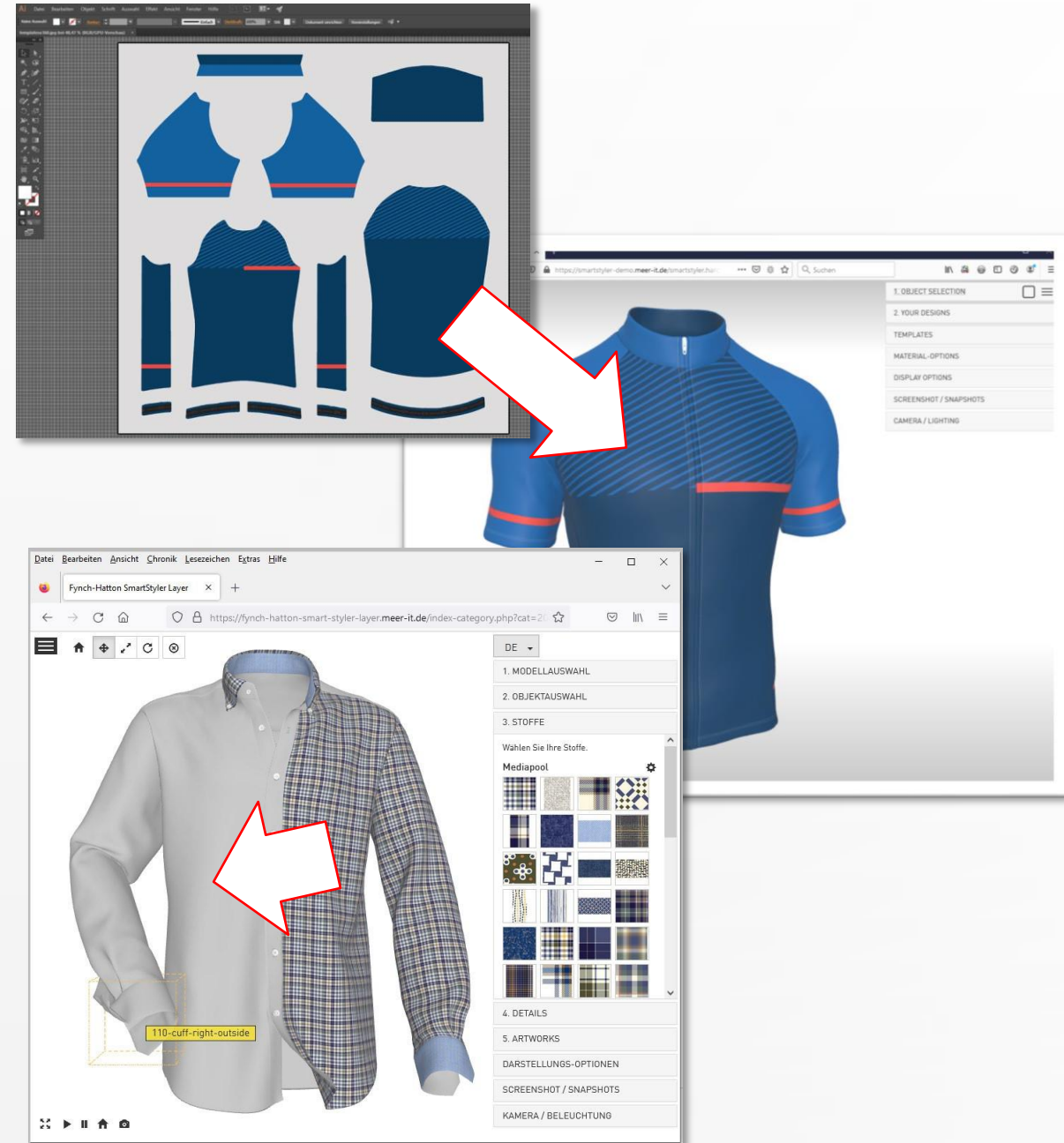
CUSTOM  
module

# CORE: 3D Design

CORE: 3D design is the **foundation** for your 3D platform and is a mandatory element of the platform. It allows you to design & develop your models and build your collection.

This core features

1. **Template Design:** Translate a 2D Layout into a 3D model
2. **Layer Application/Configuration:** Apply layers, textures & colors to your model

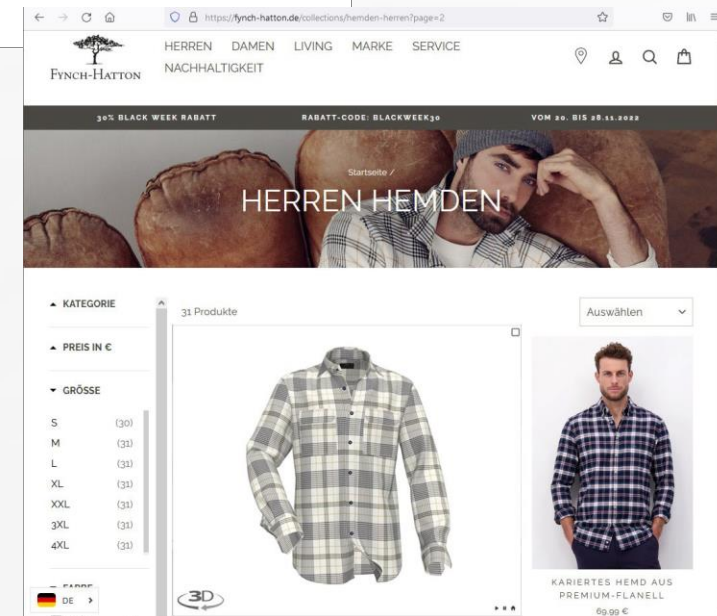
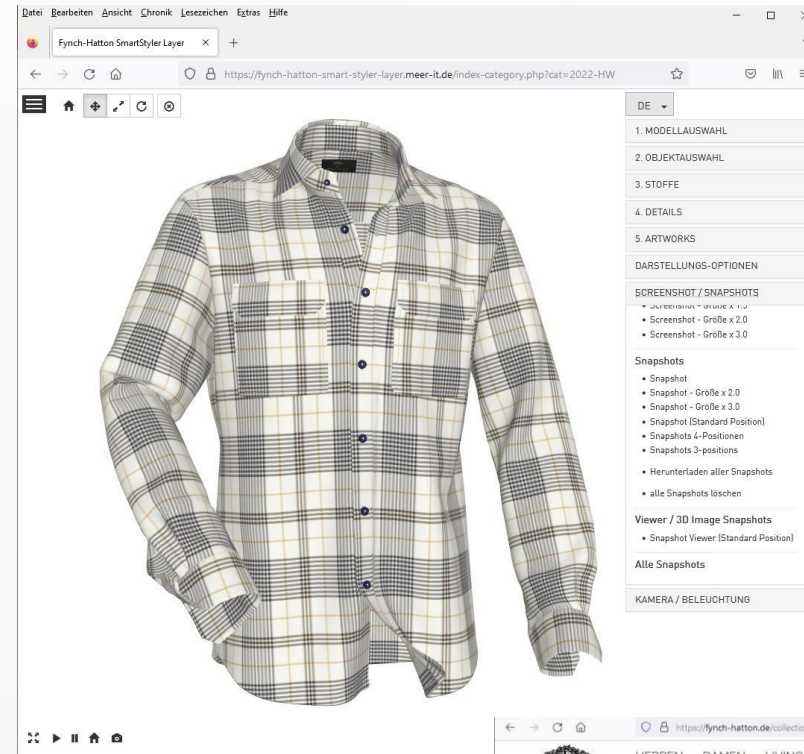


# PRO module: 3D Viewer

Communicate faster & more efficient, using 3D product views. View your products digitally in 360° view, from all perspectives, in static images or in an interactive 3D video. Create your designs and make them instantly available for viewing.

This module features:

1. 3D Views creation & share through URLs
2. Instant creation of screenshots or 3D product movies



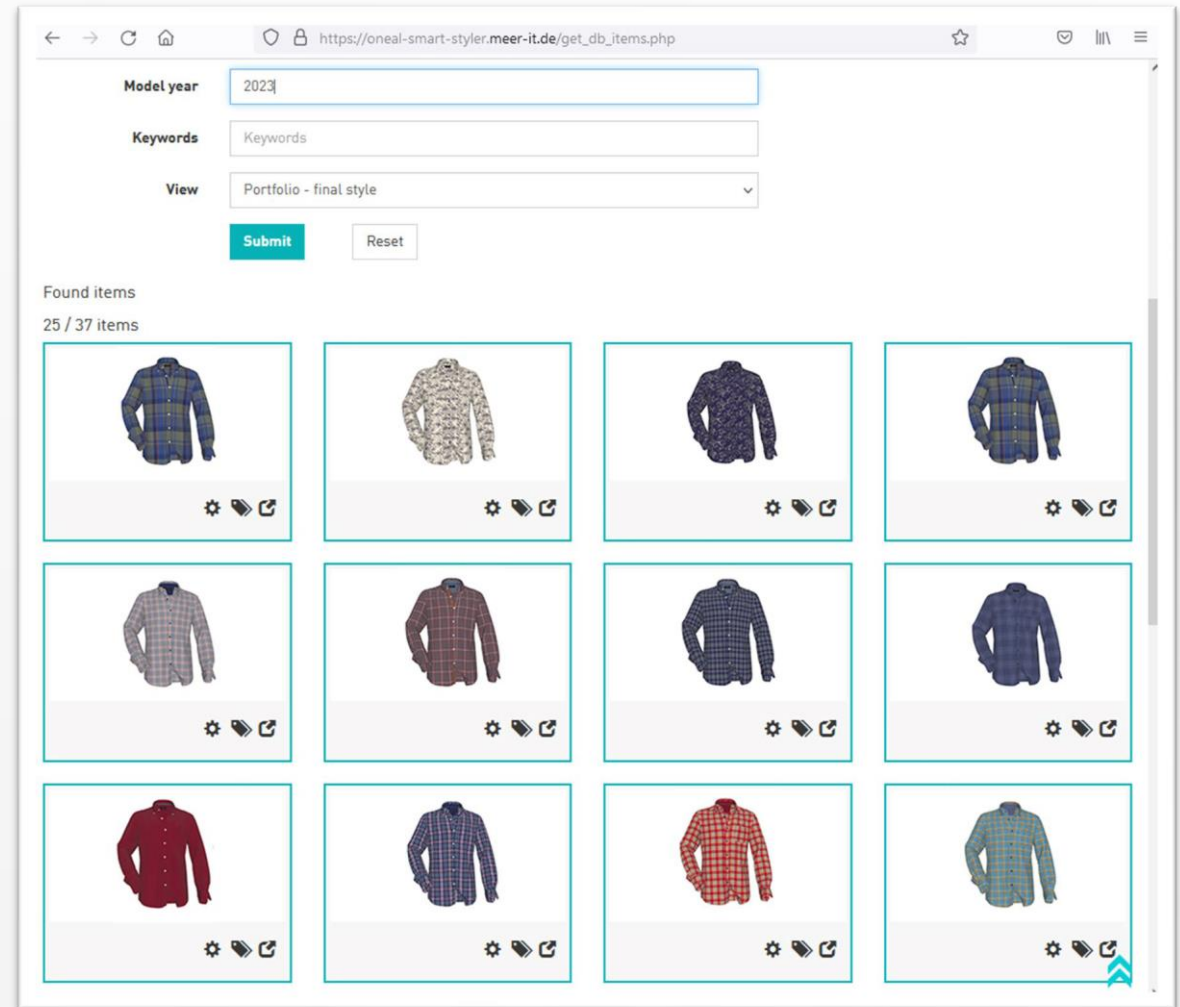


# PRO module: Portfolio Manager

Portfolio Manager allows you to manage your content assets, it gathers your 3D (and related) image content in one intuitive & central repository. It also allows you to enrich you designs with Master Data.

This module features

1. Categorization & Cataloguing
2. Select, Multi-Select & export your designs assets
3. Archiving design & design assets



# OPTIONAL modules

## 3D Review

- Online Feedback & Faster Approval

## 3D Comments

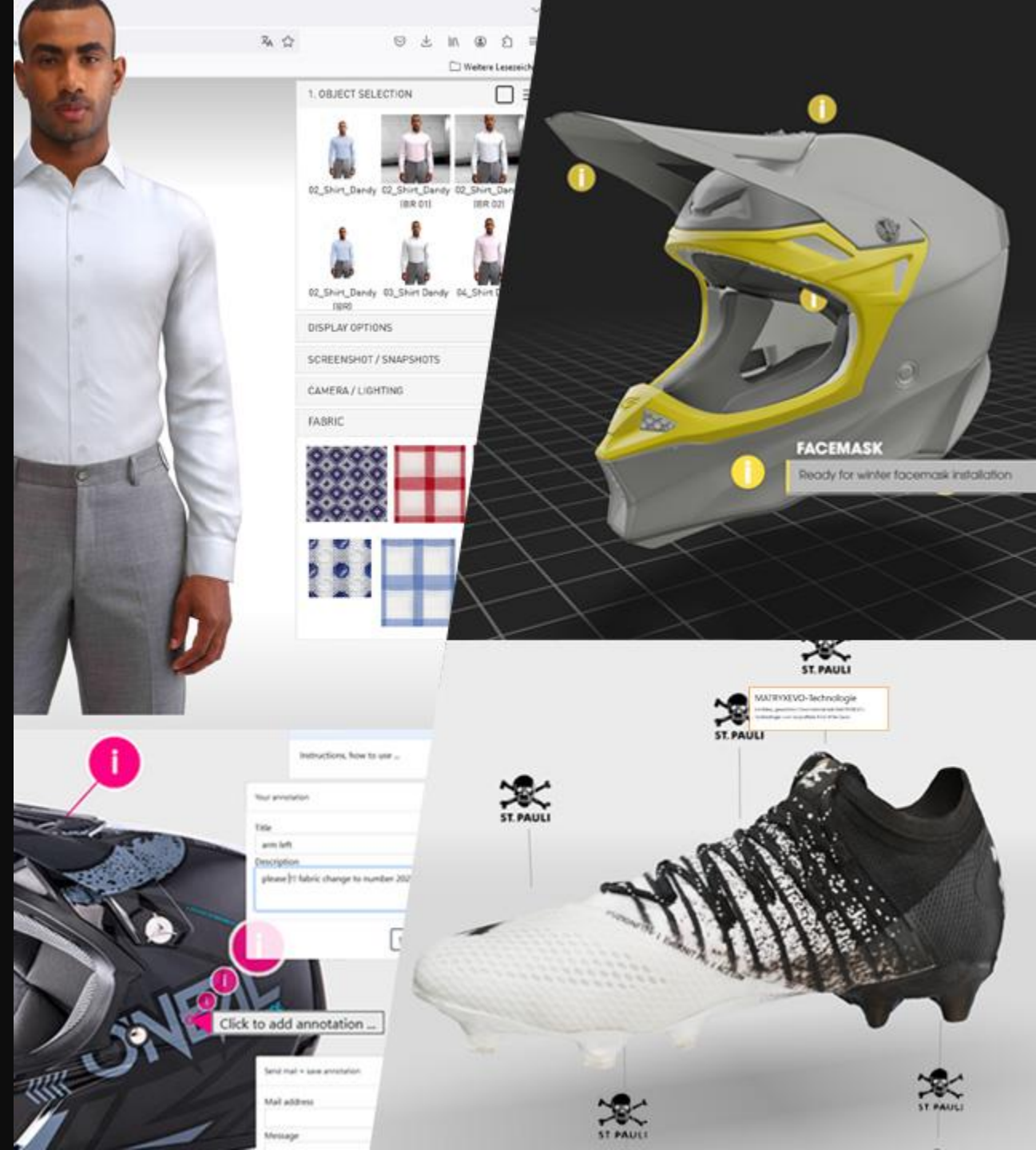
- Collaborate within 3D objects

## 3D Widgets

- Add Popup Information

## TryOn

- 3D model dress on real photo model



# CUSTOM module: SmartStyler Configuration

Create out-of-the-box configurators that allow end-consumers to personalize your products on your website.

This module features:

1. Individual object and design selection from predefined elements/libraries
2. Stand-alone web application for integration into existing websites or webshops



A hand holding a smartphone is the central focus, with a large gear overlaying it. The gear is filled with various icons: a truck, a storefront, a shopping cart, a colorful eye, and a network of people. The background is dark with a grid pattern.

# 3D Model Service

## 3D Model Service

Utilize our Standard 3D model library, which includes 15 predefined models that allow you to design your 3D collection quickly in a cost-efficient manner.

Or utilize our “Customer Exclusive Model” Service, where we create 3D models specifically for you and according to your specifications, based on:

1. Cutting pattern
2. CAD files
3. Sketches
4. Real products

This allows you as an organization to start with a 3D product collection without big investments in specialized personnel, skills or editing soft- and hardware.



A hand holding a smartphone is the central focus, with a large gear overlaying it. The gear contains several business-related icons: a truck, a storefront, a shopping cart with a dollar sign, a target eye, and a group of people. The background is dark with a network of glowing lines and other gears.

**Almost done ;-)**

# SmartStyler at a glance (1/2)

SmartStyler is your "One-stop solution", a full 3D collection service from a single source.

**Simplify your design process through 3D visualization and optimize communication, both internally and externally:**

- Cloud/Web based
- Changes in real time (real-time)
- Early sales start
- Independence from suppliers

**Simplify your sample process & reduce your sample costs**

- Variants / Sales Patterns
- Photo samples
- Logistics costs

**Become a sustainable enterprise**

- Reduction of physical patterns
- Reduction of transport and packaging



## SmartStyler at a glance (2/2)

### Short & Sweet Initial training

- Low training effort
- Use of the usual graphics programs
- No special 3D knowledge required

### Simple & Fast Onboarding

- Simple setup
- No complicated enterprise interfaces required
- Easy data export to PIM, PDM, ERP, WAWI etc.
- No need to ty up scarce IT resources

### Transparent & Moderate scalable model

- Choose a monthly license fee based on amount of users
- One time setup fee
- No software package purchase needed, pay as you use

**WORRY  
LESS**





## Our Team

### **Willi KnöB**

*Founder & Owner*

CGI/VFX Artist for computer graphics in media production. Focus on 3D animation and composition in technology, medicine and television as well as classic 3D product visualisation.

+20 years of 3D experience.

### **Björn Rodewaldt**

*Founder & Owner*

Focus on web development (front- and backend).

Programming and database development.

IT Entrepreneur for over 20 years.

### **Uwe Kauert**

*Consultant Business Development*

Generalist with focus on strategy, sales, marketing and product.

Over 30 years' experience in management, 20 of which as Managing Director in the fashion/cosmetics industry.



## Contact us

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3D Design, Visualization & Communication Platform