3DEXPERIENCE®

VISUAL MARKETING ASSET CREATOR
SCALABLE, FLEXIBLE, AND ON-DEMAND ASSET PRODUCTION

EASILY CREATE CUSTOMIZED MARKETING MATERIAL – DESIGNED FOR A PERSONAL TOUCH

Leverage the power of high-end visualization and easily create the assets you need to satisfy the growing demand of: internal sales teams, marketing staff, and end consumers. The Visual Marketing Asset Creator (VMAC) is an innovative, cloud-based solution that enables marketing and sales staff to efficiently create dynamic marketing materials based on existing 3D virtual models. It lets internal stakeholders produce high-quality visual assets from almost any device: quickly, cost-efficiently, and on-demand.

Asset creation for a customized brand experience

The Visual Marketing Asset Creator enables marketing and sales staff to create a wide range of customized product material for their customers without the need for specialized 3D skills. Personalized content is produced based on centrally managed data from the cloud. The result is an enhanced buying experience as customers can experience their configured products on personalized materials like brochures or videos.

An intuitive interface and easy-to-use tool set that extends creative possibilities

Visual Marketing Asset Creator provides an intuitive user interface and responsive tool set that all sales and marketing staff can use. Products can be customized for regional target audience preferences or individual customer requirements. Scenes can be changed or modified to depict different product usage situations. OpenGL, Raytracing, and Global Illumination allow assets to be produced in stunning quality. An extensive administration panel lets users manage their locally produced content and associated CRM data.

High-volume, customized asset production

The ongoing digitalization trend makes high-volume, efficient marketing asset production essential for any company operating on a global level. Visual Marketing Asset Creator delivers a highly automated framework that standardizes the production of batch assets. It allows companies to scale asset production to meet their needs. Centralized data management ensures that product versioning is correct and up-to-date – delivering a consistent brand experience across all channels.

Reducing third-party costs and increasing security

Third-party production vendors like agencies play a critical role in the success of a company's marketing communication activities, but high costs and maintaining product secrecy are constant concerns. By implementing Visual Marketing Asset Creator, asset production handling and workflows that involve agencies and other production vendors are streamlined, which dramatically reduces costs. In addition, control over intellectual property is increased with a range of system controls. Permission levels and access parameters to data and content are controlled from the cloud. Agencies and production vendors are given the freedom to create engaging marketing assets while limiting their access to confidential information. An extensive library of 3D models and scene backgrounds is provided for asset production.

A responsive technology stack

Visual Marketing Asset Creator is designed for the cloud. It uses the 3DEXCITE Render Cloud web client to connect to the customer´s IT technology stack, which hosts the 3D models and scenes used as the basis for marketing asset creation. 3D models are created with the leading 3DEXCITE DELTAGEN visualization software.

Render Cloud serves as the access point for all Visual Marketing Asset Creator users. It allows the company to control product and scene versioning and quality. Public-cloud, machine-on-demand scenarios are supported, as are cloud-storage and CDN environments. Existing real-time models such as those from the Visual POS Configurator, can serve as a reliable data foundation without significant changes.

Virtual Marketing Asset Creator combines customer-orientated data handing processes with the outstanding render quality of the leading 3DEXCITE DELTAGEN software, making it an unmatched content creation solution. Virtual Marketing Asset Creator also integrates seamlessly with 3DEXCITE PICTUREBOOK, the easy-to-use asset management system.

Benefits

- An easy-to-use, fast and cost-efficient technology for on-demand image production that does not require any 3D visualization expertise
- Flexibility to work from any device without the need for software installation or additional training
- Facilitates streamlined workflow between in-house teams, affiliated marketing agencies, and retail managers
- Automated batch rendering perfectly serves the needs of large portfolios of configurable products and satisfies the appetite for individualized visual assets

Our **3D**EXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3D**EXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit **www.3ds.com**.

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