



Lightning Talk | **[Augmented Reality & Virtual Reality]** Transforming Retail with VR & AR in MarTech



MANUEL MESSNER

Head of Digital
Transformation
Modus Furniture

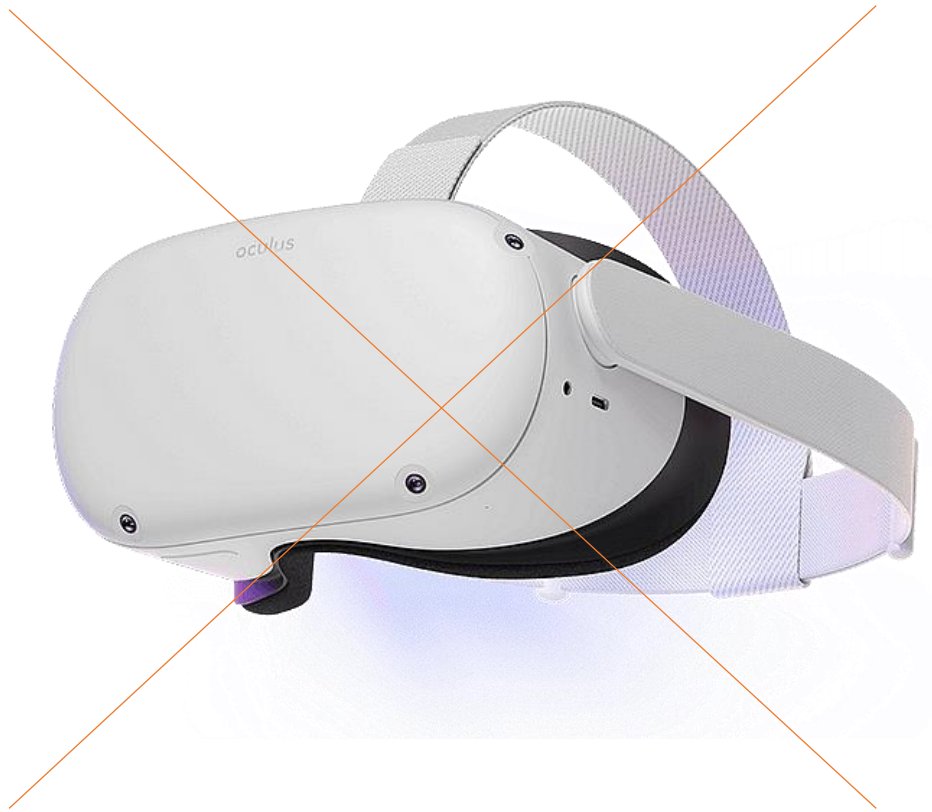


Beyond Reality

Increasing conversions with

AI 3D Visuals and **Augmented Reality**

Manuel Messner, Modus Furniture & Mazing GmbH



- **Our issue** at Modus Furniture
- How we created **3D models** for AR / VR
- How that allowed us to create AI **product visualizations**
- How we and our clients use it and **what it brings**
- **BONUS:** Overview of AR/VR + AI Tools
- Q&A

The Problem

Building AR is slow, complicated and expensive.

„Each 3D model costs money, so cannot effort AR for my shop with 10.000 SKUs“

„I am not willing to spend €50.000,00 to develop an AR app. And my clients won't download an app.

„There is no platform to integrate it easily.“

The Solution

AI 3D Models



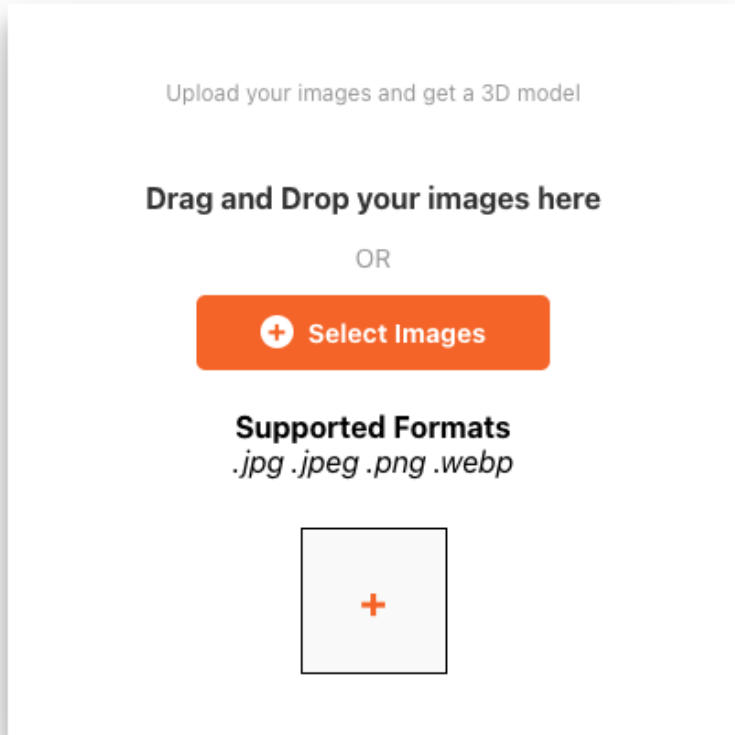
2023 (3Dgs)



2024 (NeRF)



AI + Human



www.3d-request.mazing.link/

Exclusively for MARTECH Summit visitors
Code: MT2024

CLOUD 3D Silo Renderings



AI 3D Lifestyle Renderings (Reality)

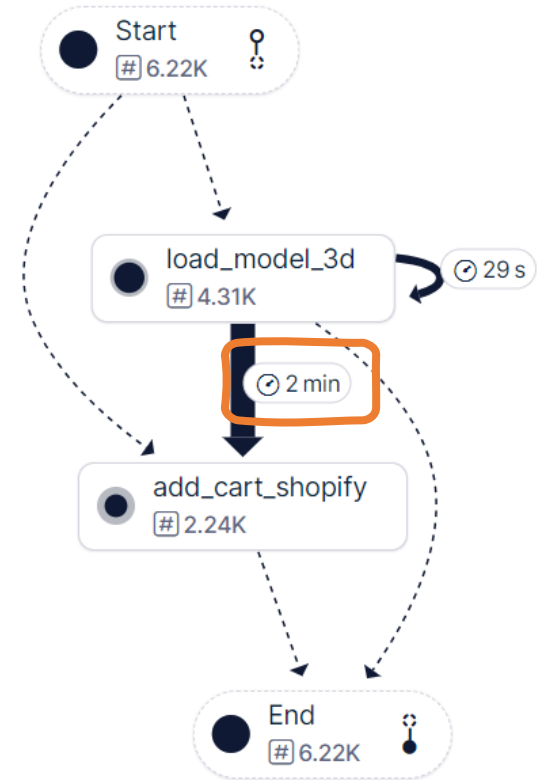


AI 3D Lifestyle Renderings (Goal)



The Impact

50% of 3D users add the product to the cart within **2 minutes**



AR/VR Market Map: Use Cases

Headsets, Control Inputs, & Haptics

AR: DAQRI, Meta, REACH, Omni, HISCIEN, aira, SHADOW CREATOR, AUGmedics

VR: FOVE, serious-labs, haptx, ANTVRMR, HYPERREAL, ZERO LATENCY, wearality

Mixed: magic leap, zSpace, AVEGANT

Both: ultrahaptics, MERGE, (The Void)

Displays, Projectors, & Optical Engines

AR: LUNUS, navdy, Syncliant, WAYRAY, Microsoft

Mixed: Leia Inc.

Tracking, Sensors, & Cameras

AR: occipital

VR: LYTRO, matterport

Mixed: mindmaze

Both: nod, Insta360

Both: LEAP MOTION, Ustream

Enterprise Solutions

AR: blippar, UPASKILL

AR: MAZING, TrueVision

AR: 眼+AR, CIVICCONNECT

AR: SENSELY, AUGMENT

AR: UBLEAM, echopixel

VR: meero, iris

VR: SURGICAL THEATER, LABSTER, immersv

Both: HARKET

Games & Apps

AR: NIANTIC, YOUNGZONE

AR: Osmo, LEVEL EX

VR: SURVIOS, PLAYFUL, SLIVER.TV

VR: PLUTO, Dreams

Dev Tools

AR: realm, wikitude, ROBLOX, HIGH FIDELITY, unity, EPIC GAMES, vertebroe, IMPROBABLE

Content & Content Distribution Platforms

AR: MAZING, WITHIN, Wevr, DREAMSCAPE, VeeR, INCEPTION

VR: liveke, bioscreen, Here Be Dragons

VR: SPACES, Felix & Paul, PENROSE, LITTYSTAR

VR: BOULEVARD, NGCODEC, pixvana

VR: JAUNT, VRSTUDIOS, PARABLE

Mixed: THE FUTURE GROUP, VDC

Image Capture & Scanning

AR: PERFECT MAZING

VR: obEN

Both: 8P, YUSION

Software



Text generation



copy.ai



Image generation



Audio generation

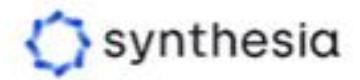


Jukebox

[RIFFUSION]

VOCALOID

Video generation



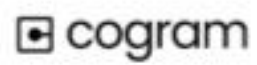
Synthetic data generation



MOSTLY-AI



Code generation



OpenAI Codex



3D assets generation

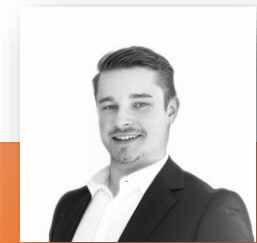
DreamFusion

MAZING

MDM: Human Motion Diffusion Model



FREE 3D/AR CONSULTING



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