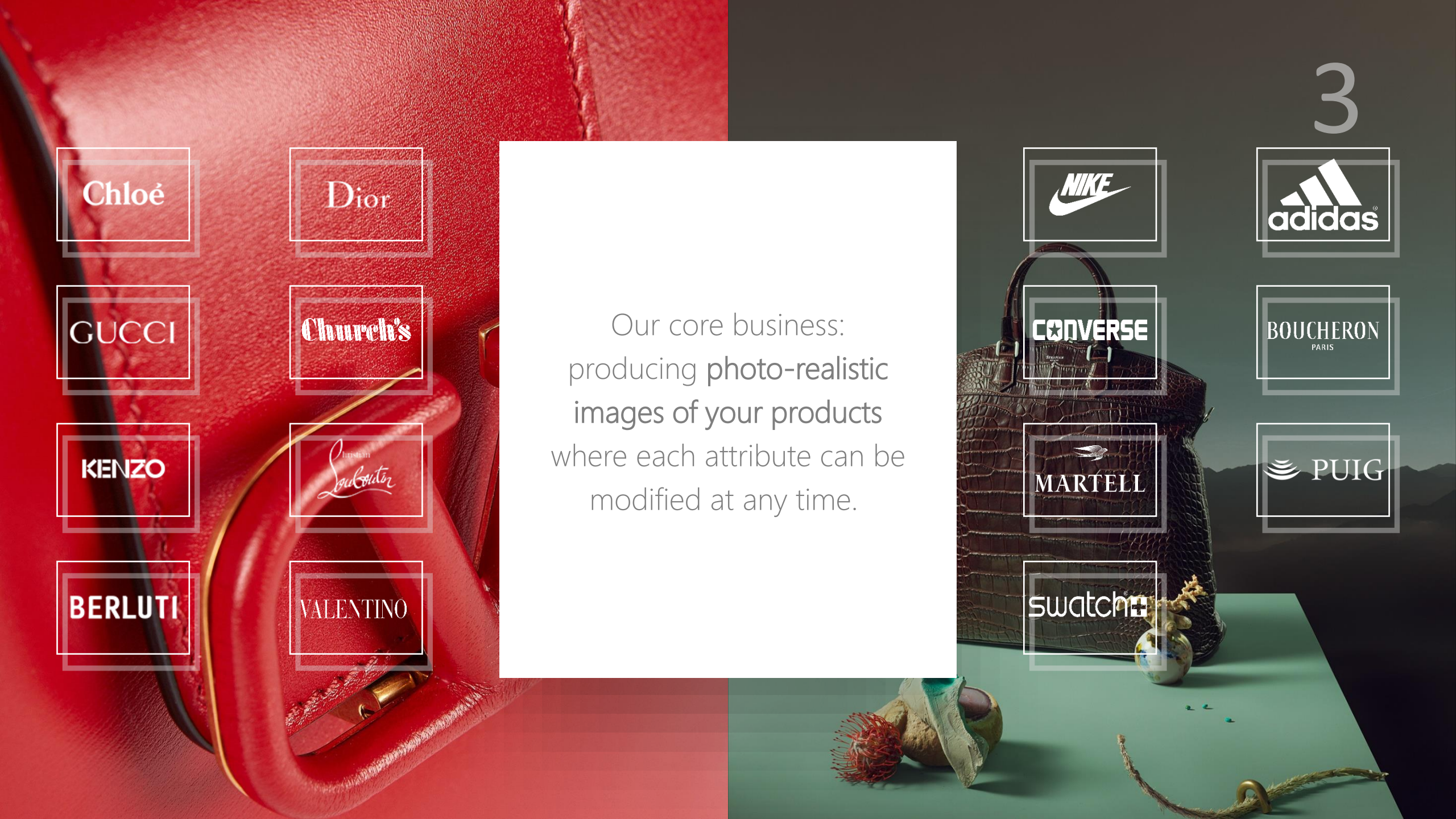
SMARTPIXELS

SmartPixels

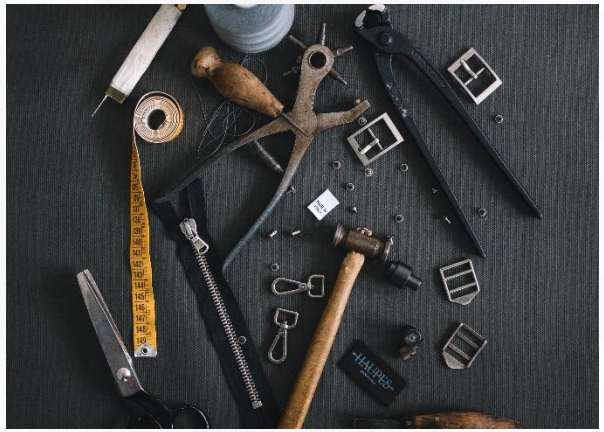
builds innovative customization solution in-store and online.

Our photo-realistic customization platform allows end consumers to tailor products: fit, color, material.
Across social media, e-commerce and in-store experiences, great product visuals and experiences boost brand engagement and conversion rates.
Thanks to 3D generation, brands can offer consumers what they want to see in a few simple steps, giving them confidence in what they are buying



Our core business:
producing **photo-realistic images of your products** where each attribute can be modified at any time.

Smartpixels' 3 expertises:



Specialist in personalization offers.

Since 2015, we have been helping brands establish personalized exchanges with their customers in-store. We accompany brands from design to the deployment of their customization offer.

Hyper-realism of our 3D visuals.

The quality of our photorealistic renderings generated in real-time differentiates us. We reproduce every detail of the product, down to its "defects", in order to make it as realistic as possible.

Support on all sales channels.

We accompany your teams throughout the customer journey, online or in store. Our solution has been designed to make each customer meeting unique.

Create endless product visuals with Product Visual Studio (PVS)

PVS allows the on-demand creation of any product visuals. It is the core system of SmartPixels technology from which every other product draws imagery.

Visualize millions of possibilities with just a few clicks.

01

Change the materials and colors of your products in just a few clicks. View marking, laser engraving, etc.

02

Add the staging of your choice and generate all your visuals with a new atmosphere.

03

Generate the necessary points of view and download the product presentation videos.

Prototyping

Turn the imagination of your creative teams into something tangible using 3D visuals of their drawings and sketches.

Save time and money by **optimizing your prototyping process with 3D visuals**.

E-commerce

We feed your e-commerce site with a **multitude of product visuals**: staging, format, and angle of view of your choice.

Offer an engaging experience on your website with some photo-realist product visuals.

Made-To-Order

Since 2015, we have been helping brands establish individual conversations with their customers. We support brands from the design to the deployment of their **customization offer online and in-store.**

BUSINESS CASES

VALENTINO x SMP

A digital configurator dedicated to VIP customers.

Goal : Create a unique experience for VIP customers through an online personalization offer.

What were Valentino's challenges?

- Increase the loyalty of their VIP customers
- Increase their sales of customized products

Our solution:

- An online interactive 3D configurator
    - Marking initials
    - Colour change by zone
    - 360° Backnet View

Access the video demonstration by clicking here.

VALENTINO x SMP

A 3D configurator integrated to their e-commerce website.

Goal : Create a unique customer experience for their customization service: Valentino Garavani Rockstud Pet bag.

What were Valentino's challenges?

- Building awareness around their Made to Order offer
- Helping consumers to visualize in real-time the infinite possibilities of the offer
- Capturing order data efficiently and ensuring delivery

Our solution:

- An online interactive 3D configurator
    - Marking initials
    - Colour change
    - 360° Bag View
- Integration into Valentino's e-commerce platform, YNAP (Yoxx Net-a-porter) as well as Valentino's ERP (SAP).

Access the 3D configurator by clicking here.

CHURCH’s x SMP

A digital configurator embedded to their website.

Goal : Create a unique personalization experience to celebrate 75 years of their most iconic shoe.

What were Church’s challenges?

- Building awareness and attractiveness around their personalization offer
- Helping consumers to visualize in real-time the infinite possibilities of the offer
- Capturing order data efficiently and ensuring delivery

Our solution:

- An online interactive 3D configurator embedded on their website
    - Marking initials
    - Colour and material change by zone
    - 360° Shoe View

Access the configurator demo by clicking here.

PORTFOLIO

TAG HEUER
TAG HEUER
FORMULA 1
12
240
180
145
120
100
90
80
70
45
15
30
20
10
8

MILLION
PARFUM
100 mLe 3.4FL OZ
paco rabanne
700123 790118 8

OLYMPÉA

FURLA

Chloé