

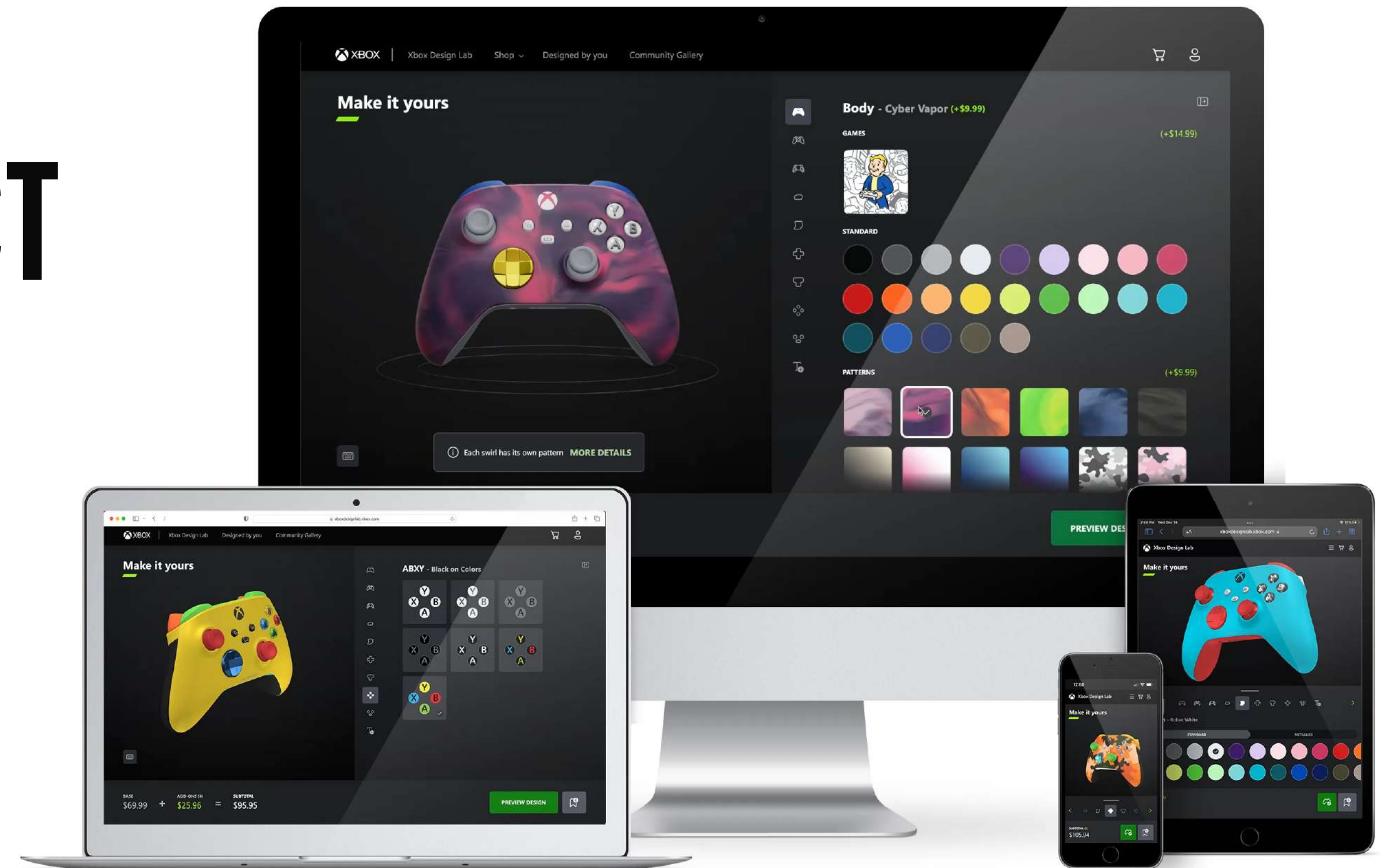


SPECTRUM

3D PRODUCT CUSTOMIZATION PLATFORM

WORLD LEADER IN 3D TO FACTORY PRODUCT CUSTOMIZATION

When you offer the ability to create custom products, it boosts revenue, drives user engagement, and helps turn ordinary customers into brand fanatics. The future is custom — and Spectrum takes you there today.



**CUSTOM
PRODUCTS
AVERAGE
4X HIGHER
CONVERSION
RATES OVER
STOCK SKUS**



WHY CUSTOM?

Custom products elevates your brand from retailers, Amazon and discount stores. Here's a collective measurement of what it's meant for the brands using Spectrum.

- .com and In-Store Brand Differentiation
- Bounce Rate: Down 50%
- Time on Site: Up 500%
- Age of Average User: Down 20%
- Margin: Up 26-40%



KEURIG

PANDORA



CCM

LEADING BRANDS CHOOSE SPECTRUM

TREK

ChapStick

chewy



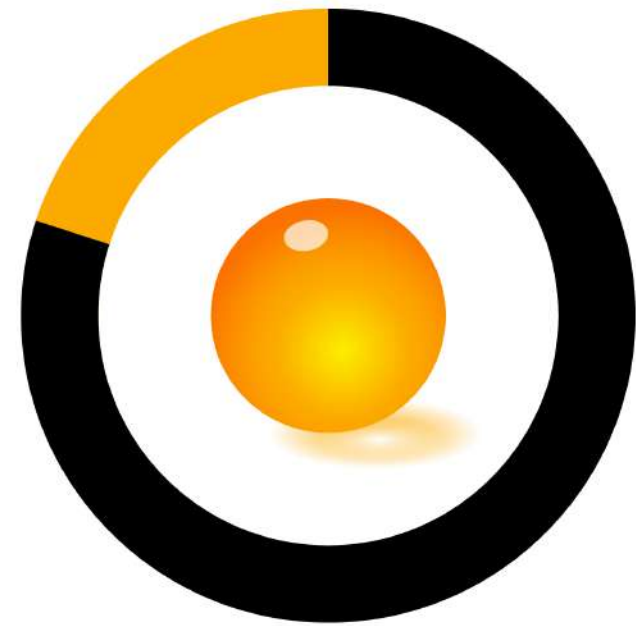
BOSE



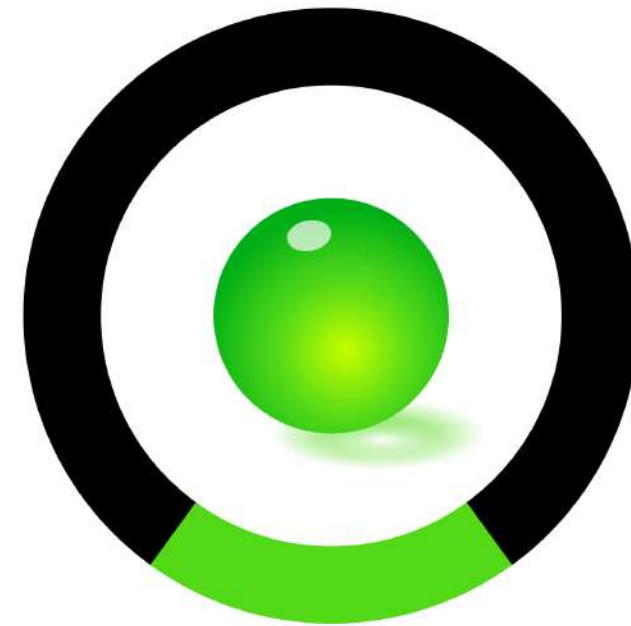
LIFE IS GOOD



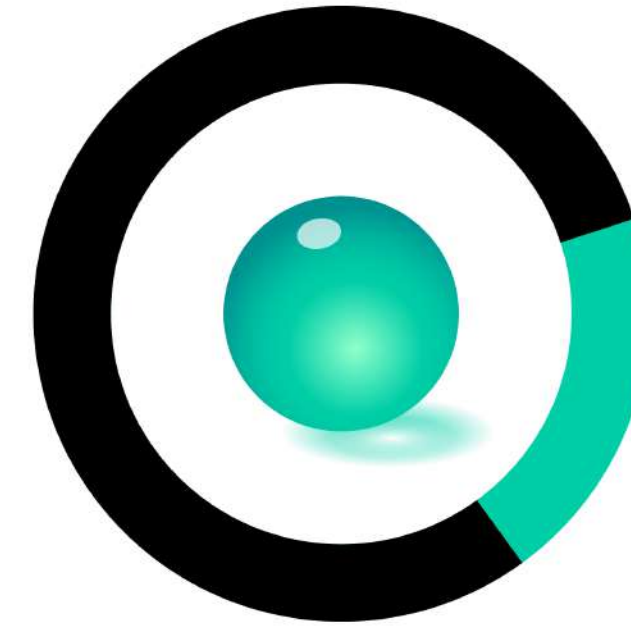
JBL



**SPECTRUM
3DTRUE**



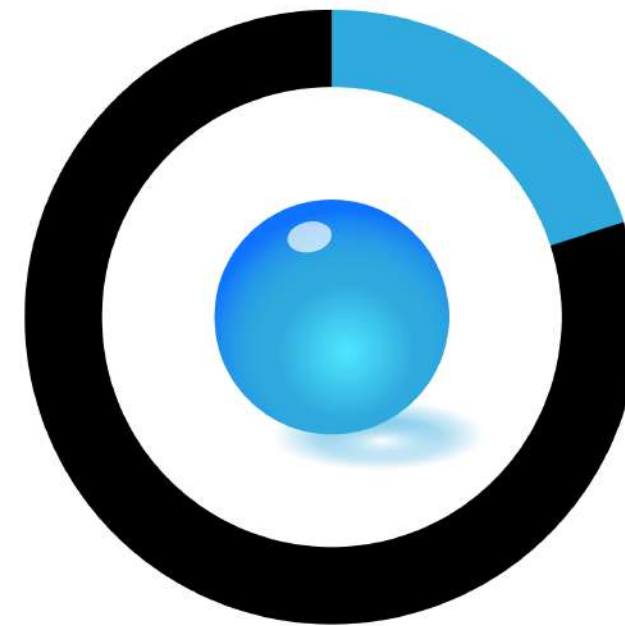
**SPECTRUM
CREATOR**



**SPECTRUM
PROTECT**



**SPECTRUM
CONNECT**

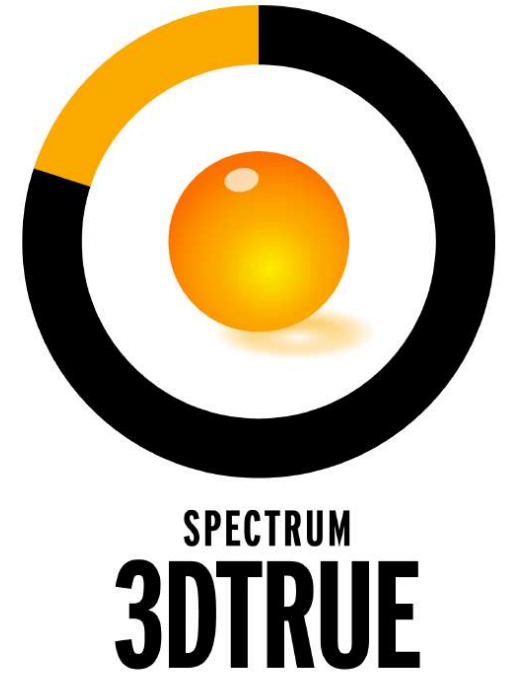


**SPECTRUM
INTELLIGENCE**

FEATURE SUITE

Spectrum is constructed from five key feature suites, each offering capabilities that no other software can offer.

**3DTRUE IS THE
HIGHEST FIDELITY
AND FASTEST
LEADING 3D
SOFTWARE ON
THE MARKET**



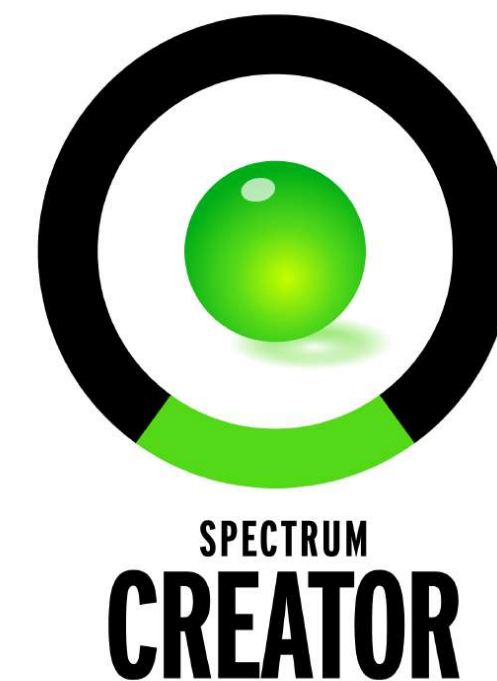


SPECTRUM 3DTRUE

- High Material and Texture Readability
- Fast, High-Fidelity Rendering
- Dynamic Image Based Lighting
- Pixel Perfect Visual Accuracy
- Real-Time 3D Rendering
- Glow and Lighting Effects
- Camera Auto-Rotations
- Product Animation
- Export Rendering (MP4, PNG, GIF, etc.)



SPECTRUM CREATOR **EMPOWERS YOUR USER** **TO BE A GRAPHIC DESIGNER**





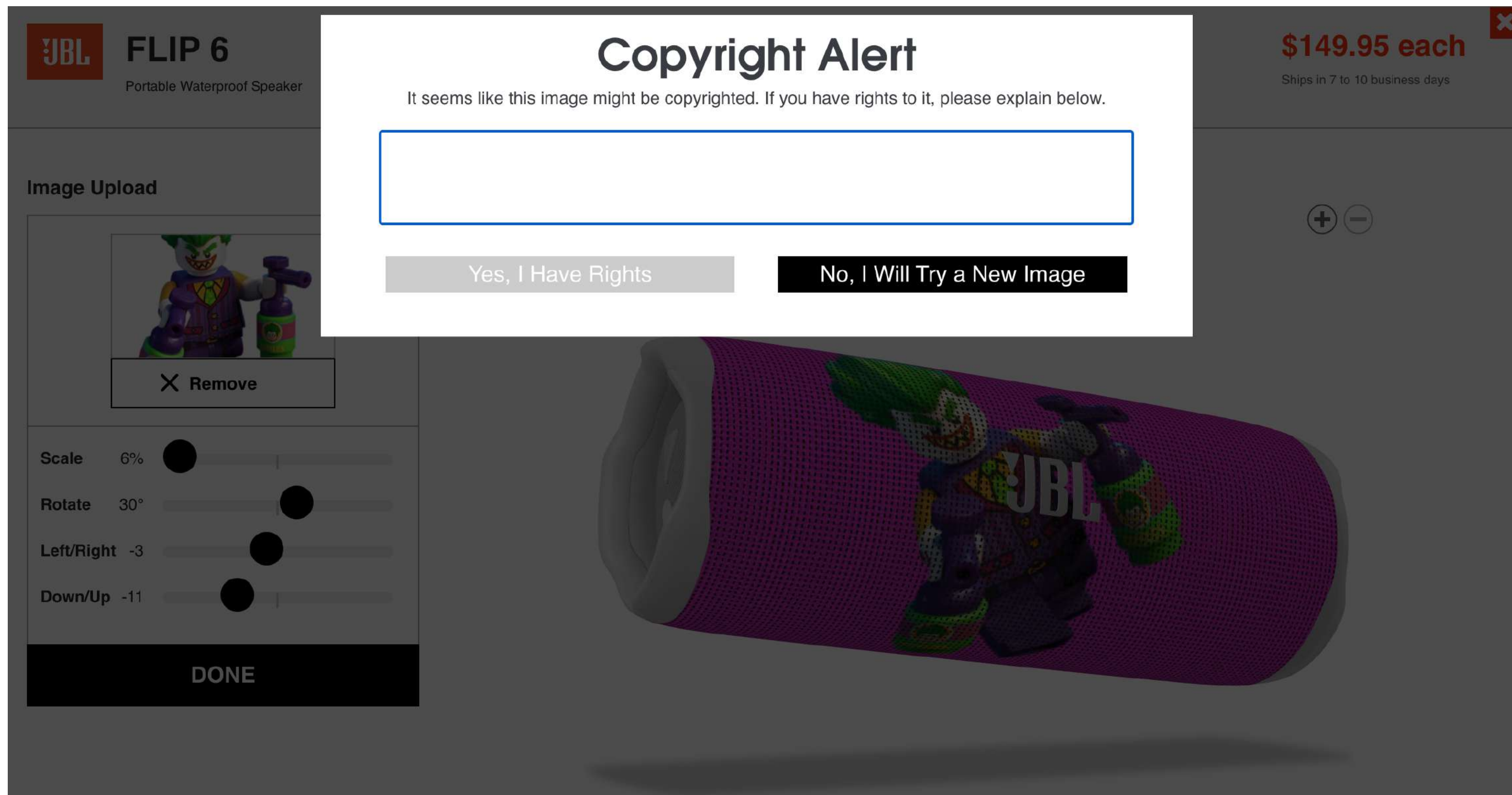
SPECTRUM CREATOR

The technology that supports the customization capabilities within our industry-leading 3D platform.

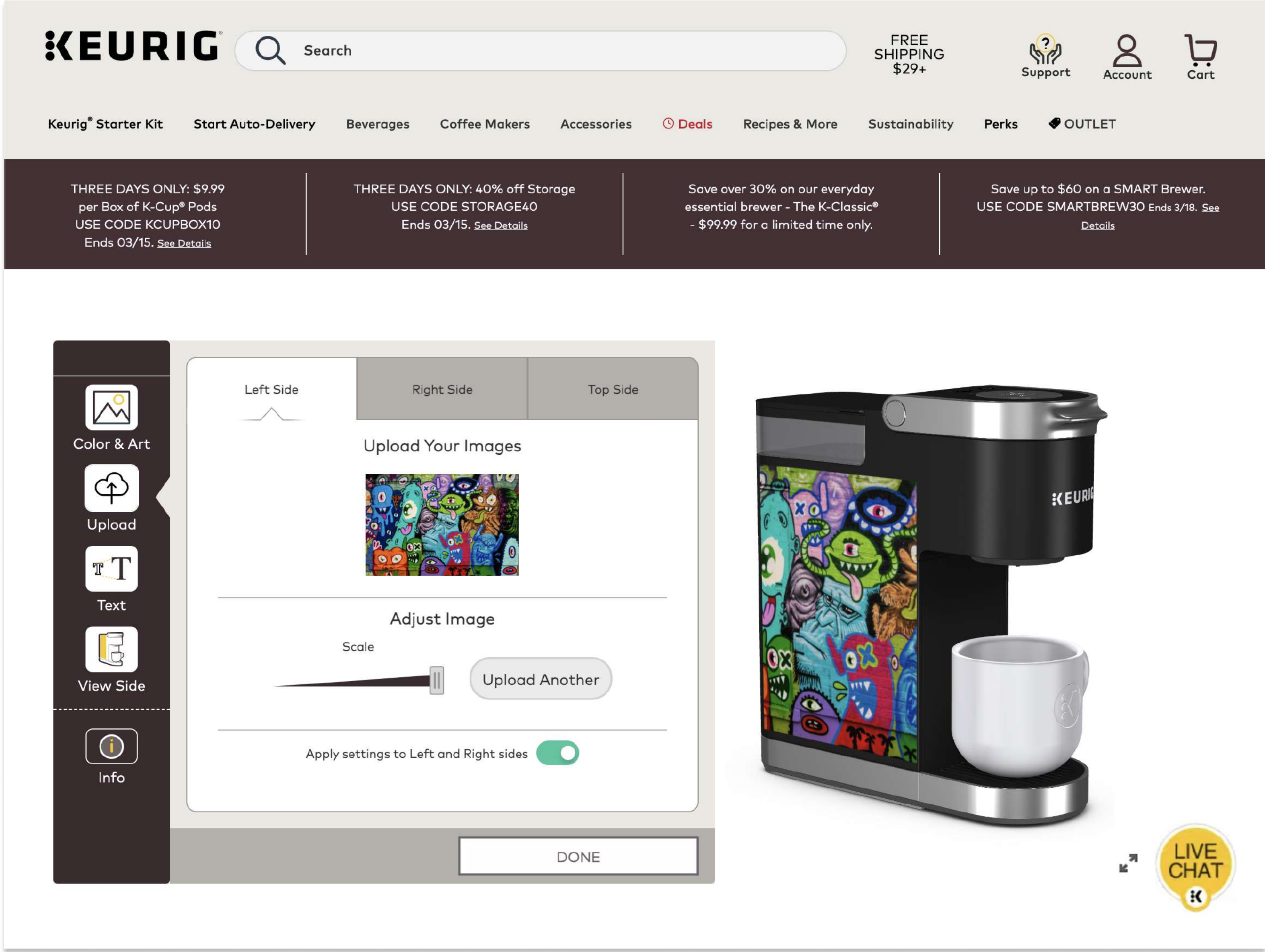
Creator provides users with a full suite of tools to work with, such as colors, text treatments, photo integrations and more, all updated in real-time to encourage deeper exploration.

BENEFITS

1. User uploaded photos
2. Product and accessory color options
3. Multiple text treatment options
4. Client stock artwork library
5. Bulk order capabilities - Recipe Packs



**SPECTRUM PROTECT IS LIKE
YOUR IP ATTORNEY,
ONLY FASTER**



SPECTRUM PROTECT

KEEPING YOUR BRAND SAFE

Product customization empowers your fans to create their own unique masterpieces. AI powered moderation through Spectrum Protect balances between the freedom your fans desire and the monitoring required for adherence to guidelines to maintain your brand’s integrity.


Across multiple media (text, graphics and audio), differences between profane materials vs. IP-brand issues are detected by the AI and sent down the appropriate decision-making path.

IMAGE AND TEXT MODERATION



- 1. User Image Upload
- 2. User Image w/ Text
- 3. User Dynamic Text

ORDER PLACED:
11/1/2017 7:19:39 PM
PRODUCTION STARTED:
N/A
COMPLETION DEADLINE:
11/15/2017 7:19:39 PM



PURCHASE
ORDER #:
RECIPE SET ID: 2KENTKYS
SKU: 3020924-999-13
PRODUCT NAME: UA Icon Highlight MC - Men's
SIZE: 13
SIZE TYPE:
PACK LIST: [Download Printable Pack List](#)
UPPER: [Download All Printable Assets](#)




Left Shoe Designs





Right Shoe Designs





Components


UPPER:  White (100)


TONGUE:  Black (001)


LOGOS:  Neptune (369)


OUTSOLE SKELETON:  Black (001)


HEEL WORDMARK:  Neptune (369)


OUTSOLE:  Transparent


LACES:  Black (001)

TONGUE LOGO:  Neptune (369)

LOGOS OUTLINE:  Steeltown Gold (750)

OUTSOLE PLATE:  Steeltown Gold (750)

HEEL COUNTER:  Black (001)

COLLAR LINING:  Black (001)



SPECTRUM CONNECT BRINGS AUTOMATION TO THE CUSTOM SUPPLY CHAIN

RAIN DEFENDER® RELAXED FIT LIGHTWEIGHT INSULATED JACKET

#102208

This is a virtual representation. Your finished product may vary from this preview.



COLOR: Navy



EMBROIDERY LOGO(S) ?

Requires a minimum order quantity of 6 units of the same fabric type, fabric color, placement area and logo file. Individual names cannot be counted towards unit minimum.

FABRIC TYPE: APPAREL

Logos will be scaled to fit the selected location area (maximum of 3.5" wide).

Limit of 2 locations per design

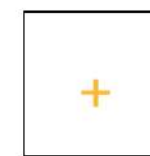
☒ SHOW LOGO AREAS ON THE GARMENT



RIGHT CHEST

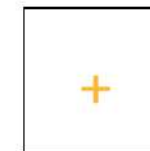
MAX AREA 3.50"W X 3.00"H

REMOVE



RIGHT SLEEVE

MAX AREA 3.25"W X 3.00"H



LEFT SLEEVE

MAX AREA 3.25"W X 3.00"H

PRICE EACH FROM \$99.99

EMBROIDERY EACH (RC) \$8.00

YOUR PRICE EACH FROM

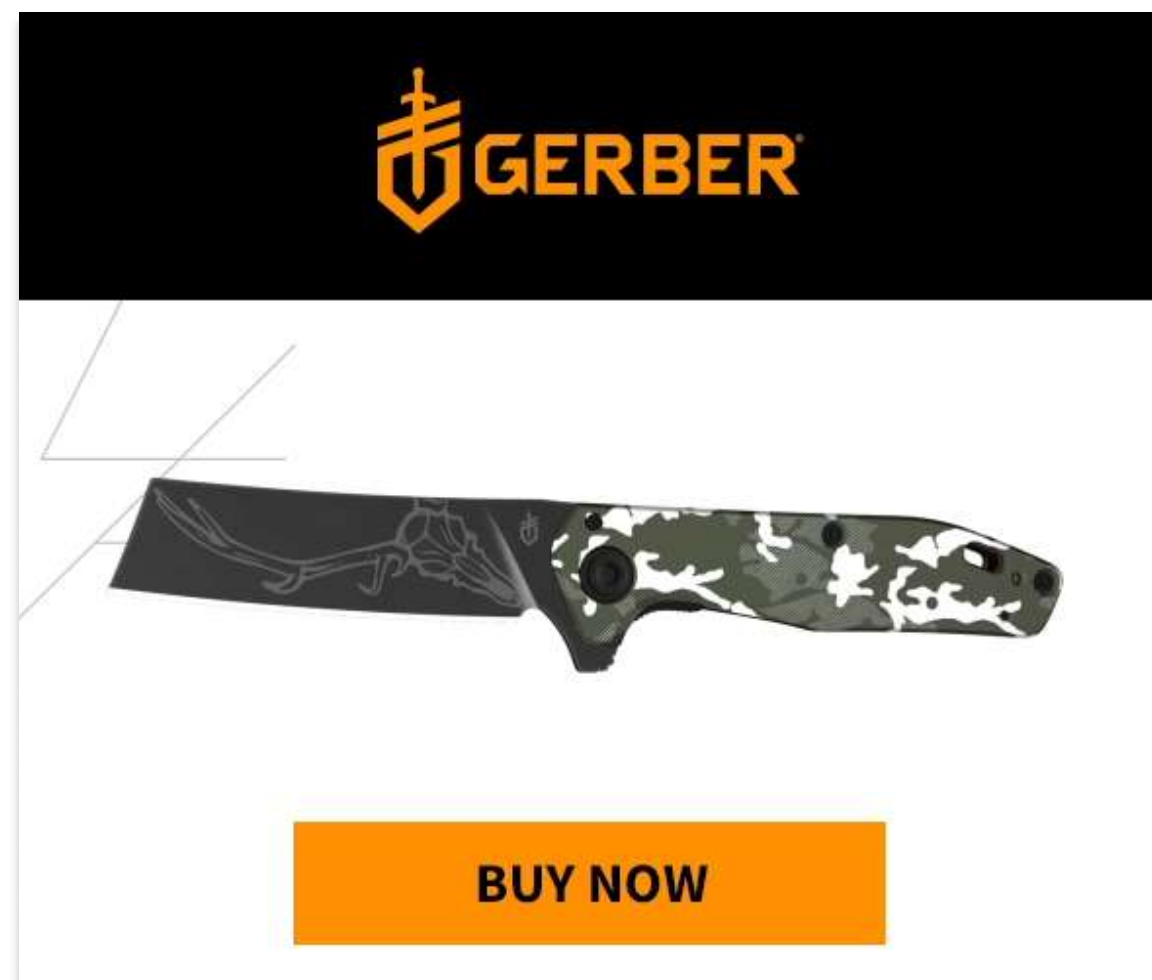
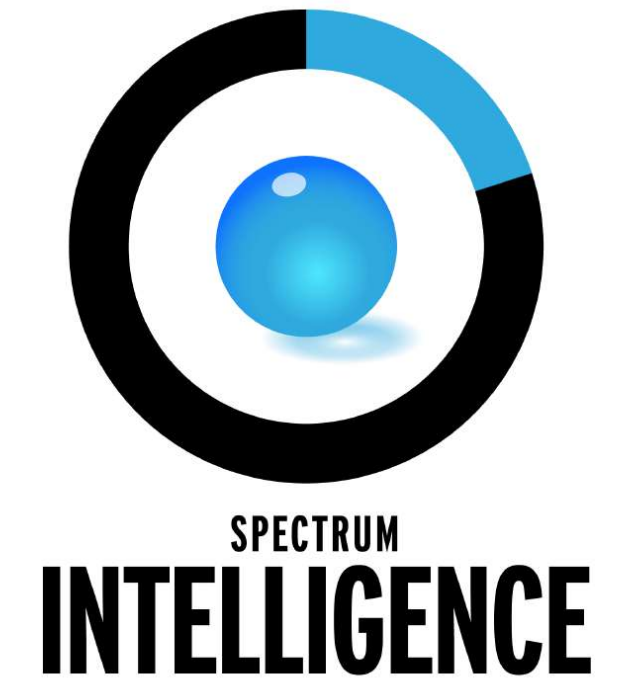
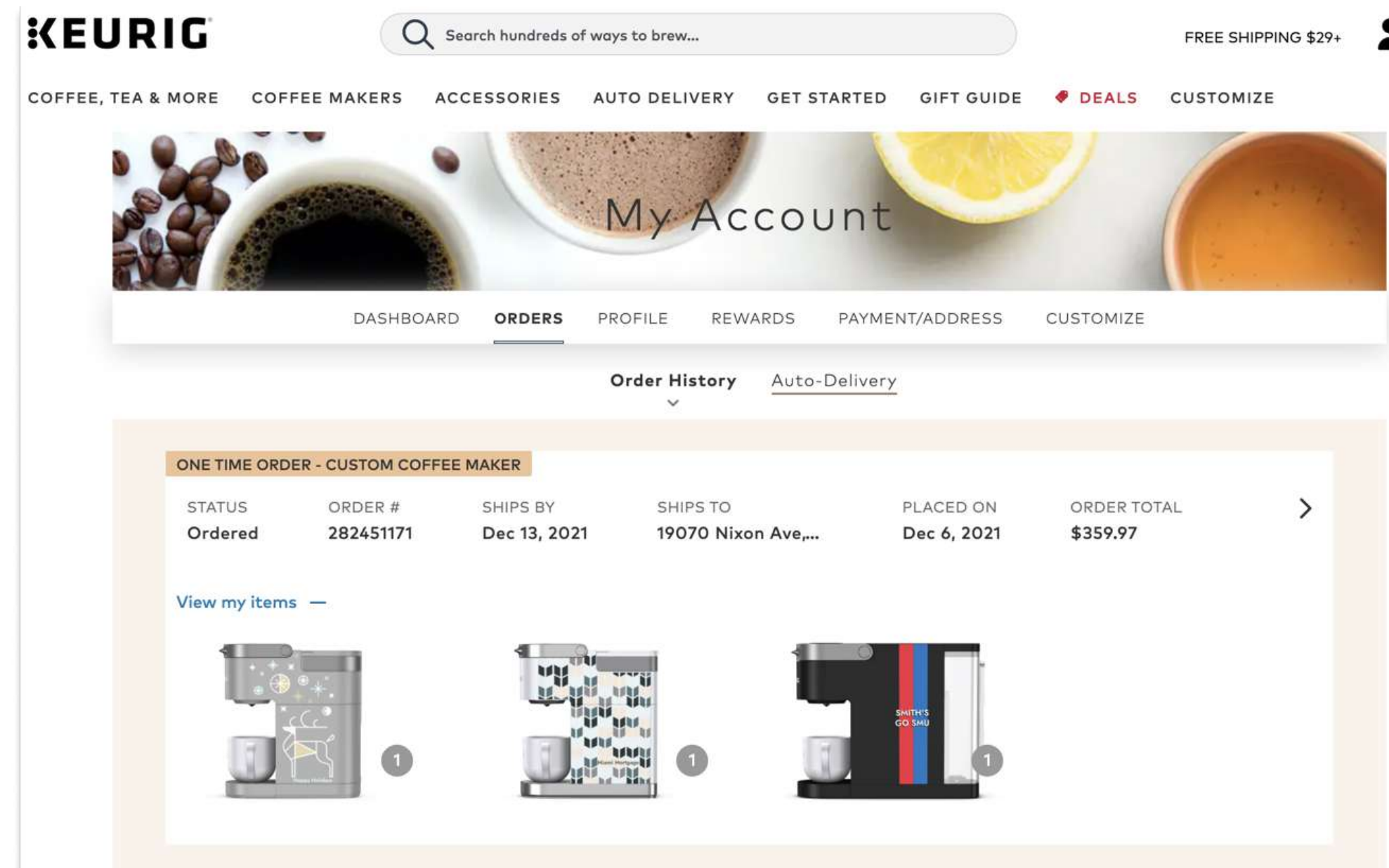
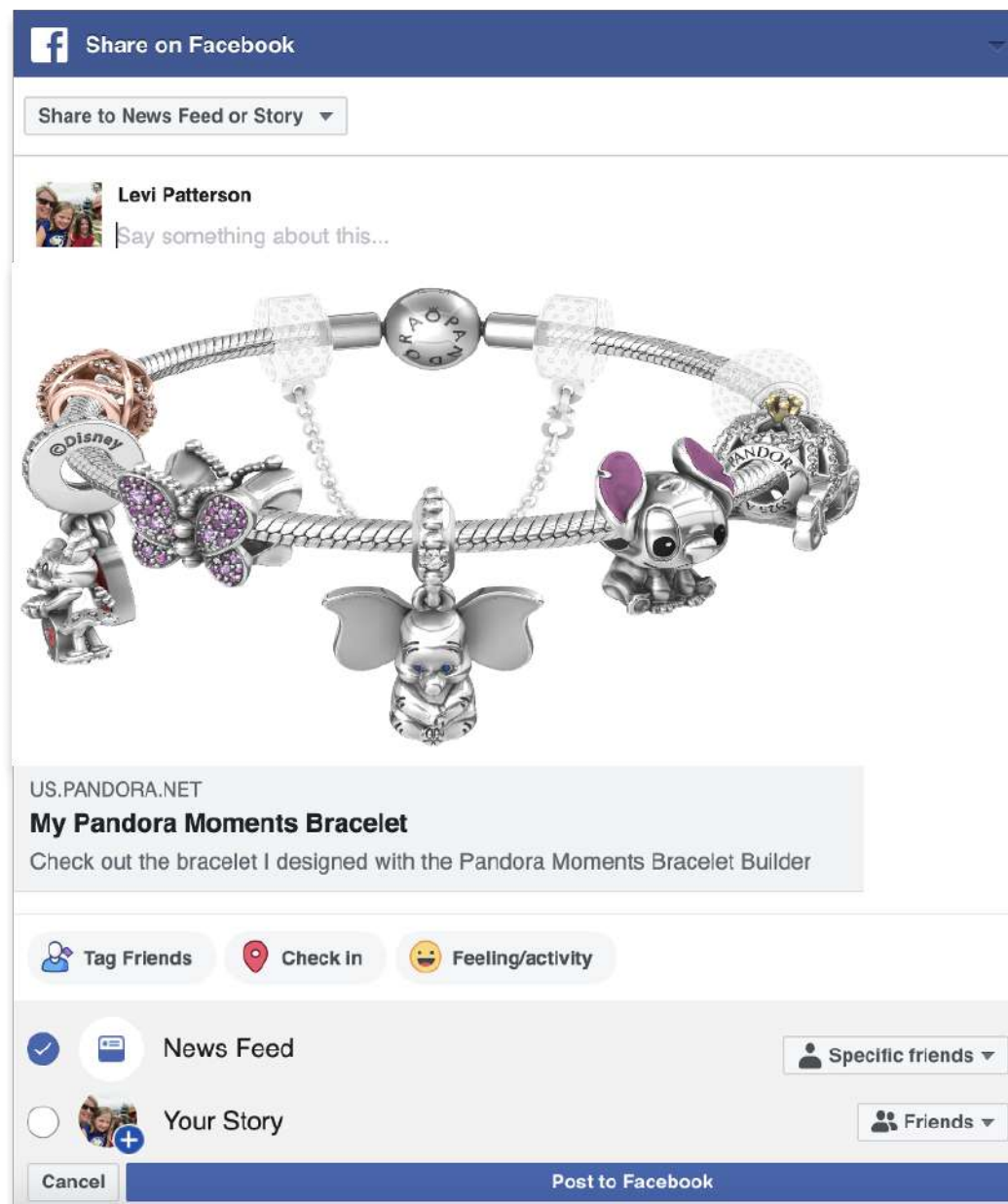
\$107.99

+ LOGO SETUP ? \$25.00

CONTINUE

SPECTRUM CONNECT

- Web-to-Print Factory Integration
- Graded Print File Delivery
- Artwork Color Correction & Conversion
- Image Manipulation
- Embroidery Stitch Count
- Image Up Resolution
- Factory Output Options
- Spot Color Output
- Embroidery Conversion
- Full Order Capture
- Recipe Pack



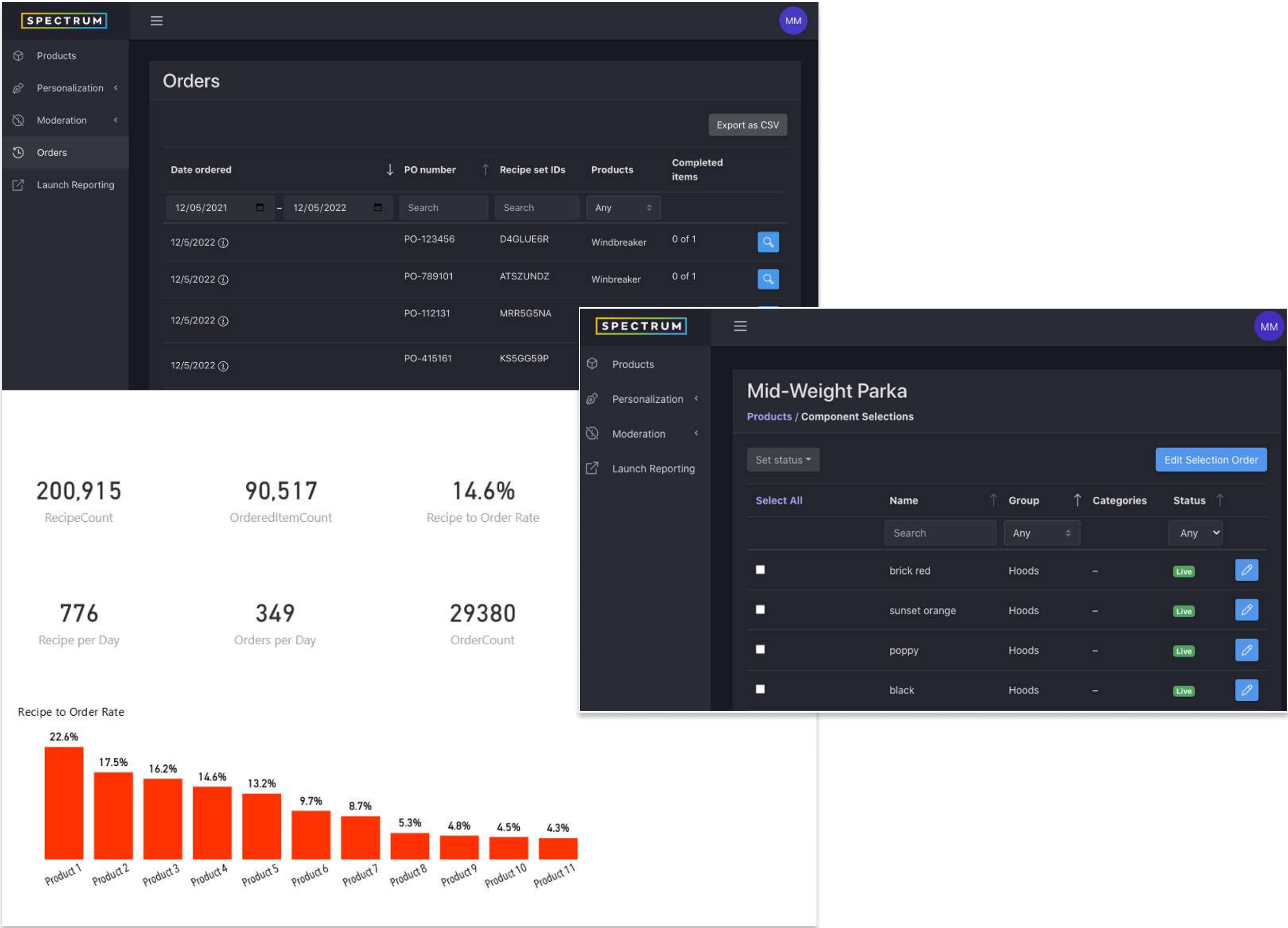
SPECTRUM INTELLIGENCE
IS DATA SCIENCE WITH
A MARKETERS MINDSET

SPECTRUM INTELLIGENCE

As users design and purchase customized products, the data collected on their selections, configurations and navigational paths are saved to inform supply chain forecasts. In addition, Spectrum Intelligence is a marketing power-engine to merchandise trending designs, limited editions or creating curated custom catalogs.

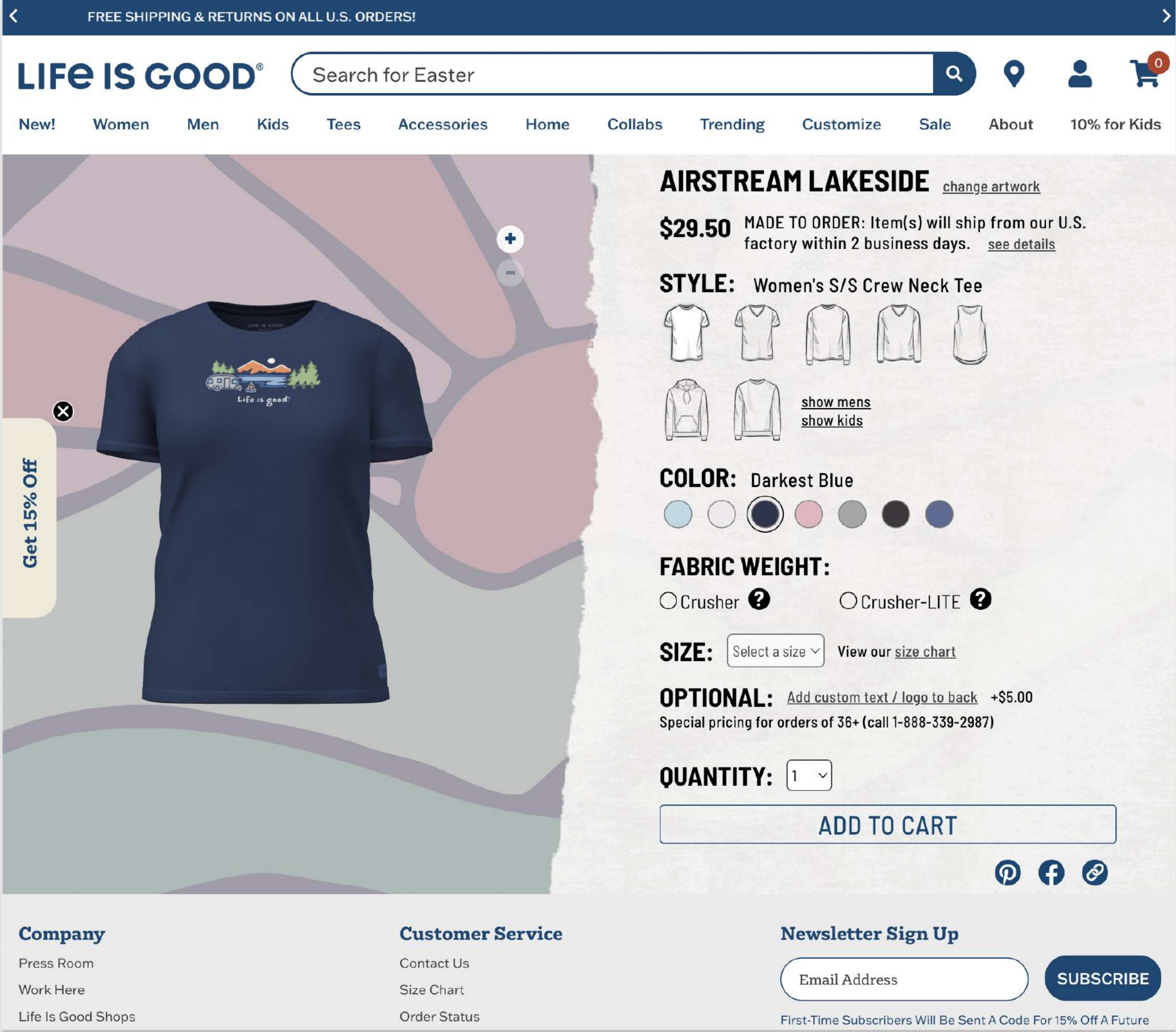
DATA X MERCHANDISING

- 1. Dynamic Branded Backgrounds
- 2. Custom Exports: GIF, MP4, PNG, JPG, etc.
- 3. Dynamic Retargeting of Custom Designs
- 4. Design Team Limited Editions & Exclusives
- 5. Hi-Rez Exports for Print or Video

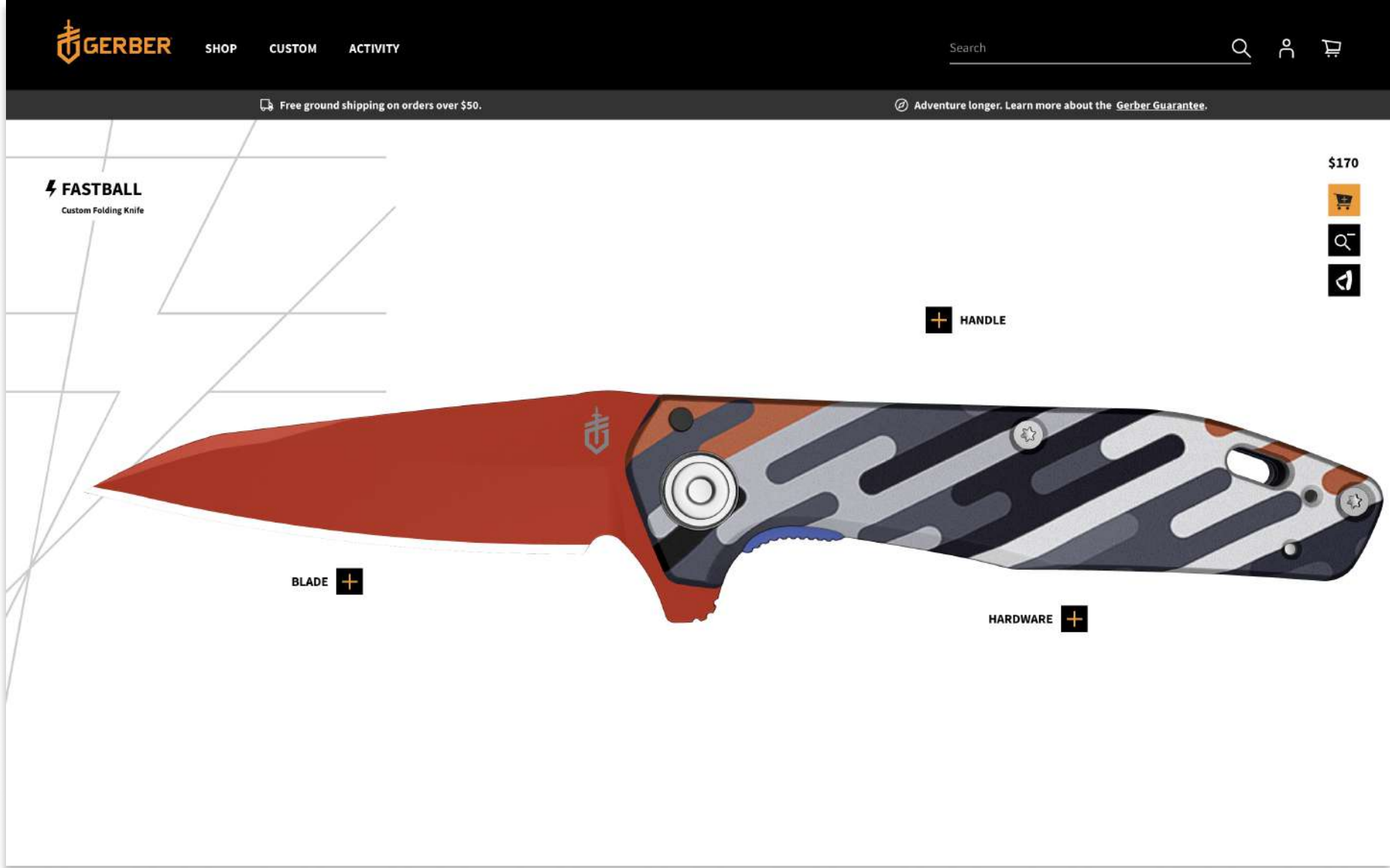
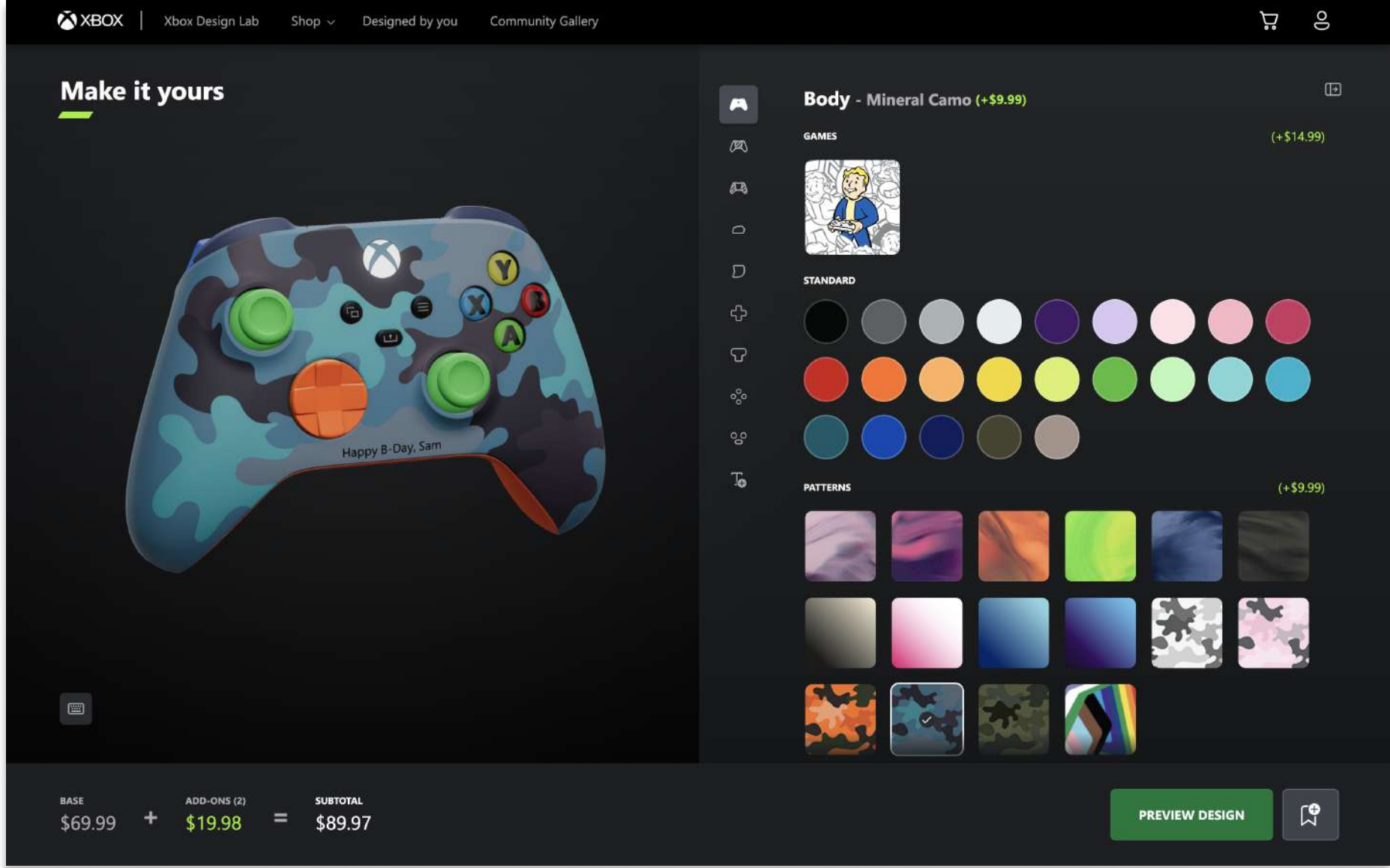


**BUILT AROUND
YOUR BRAND**

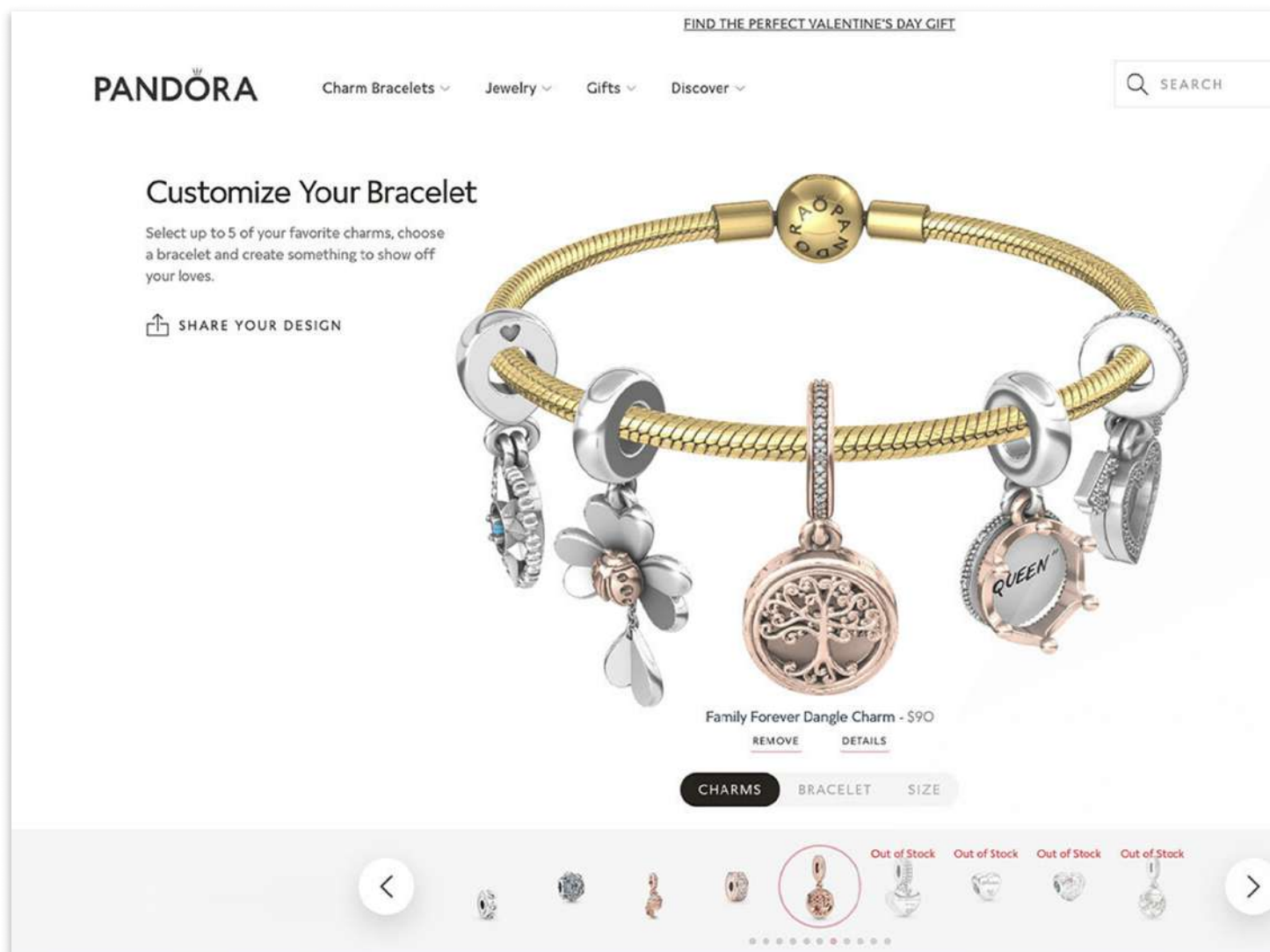
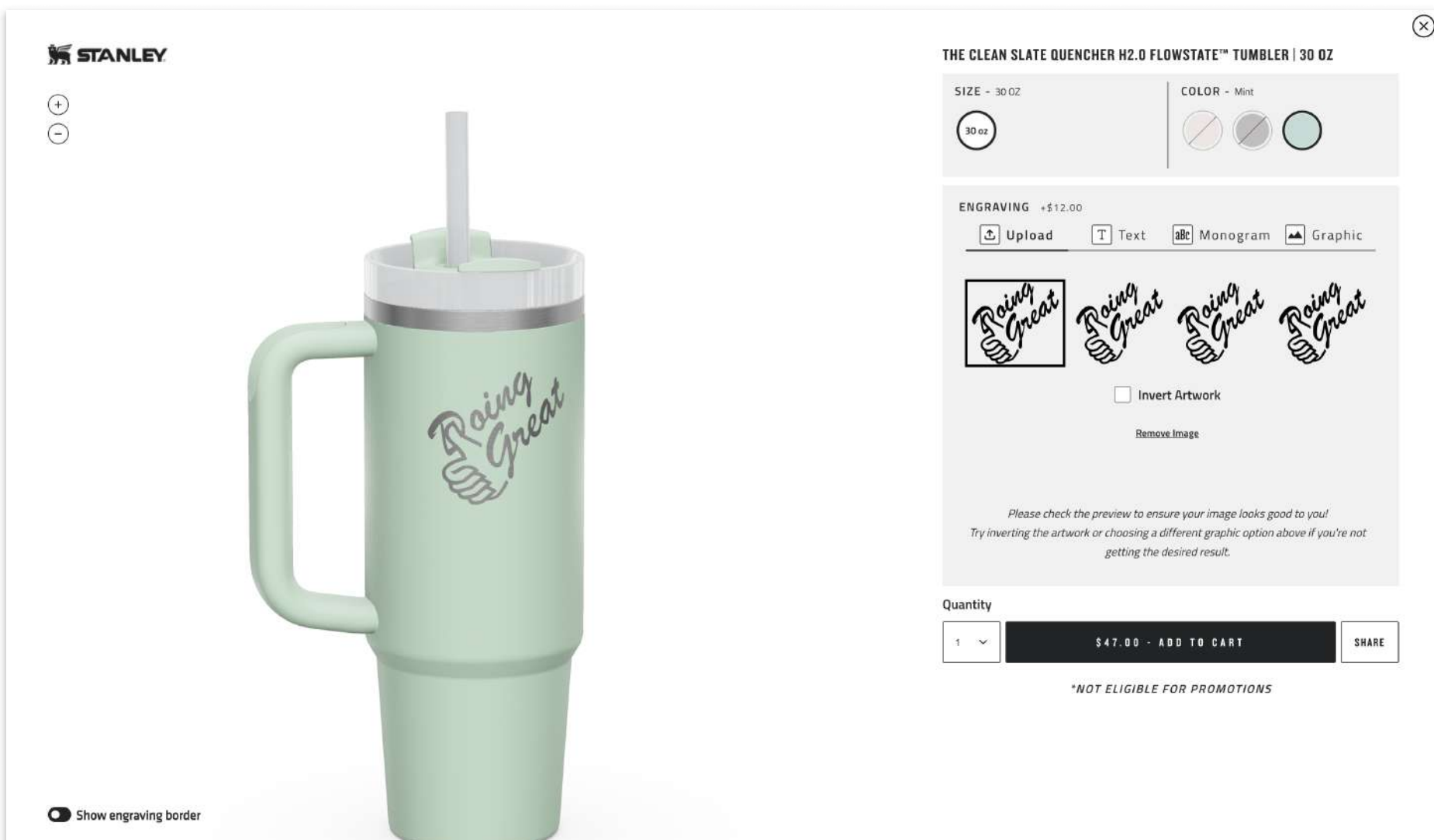
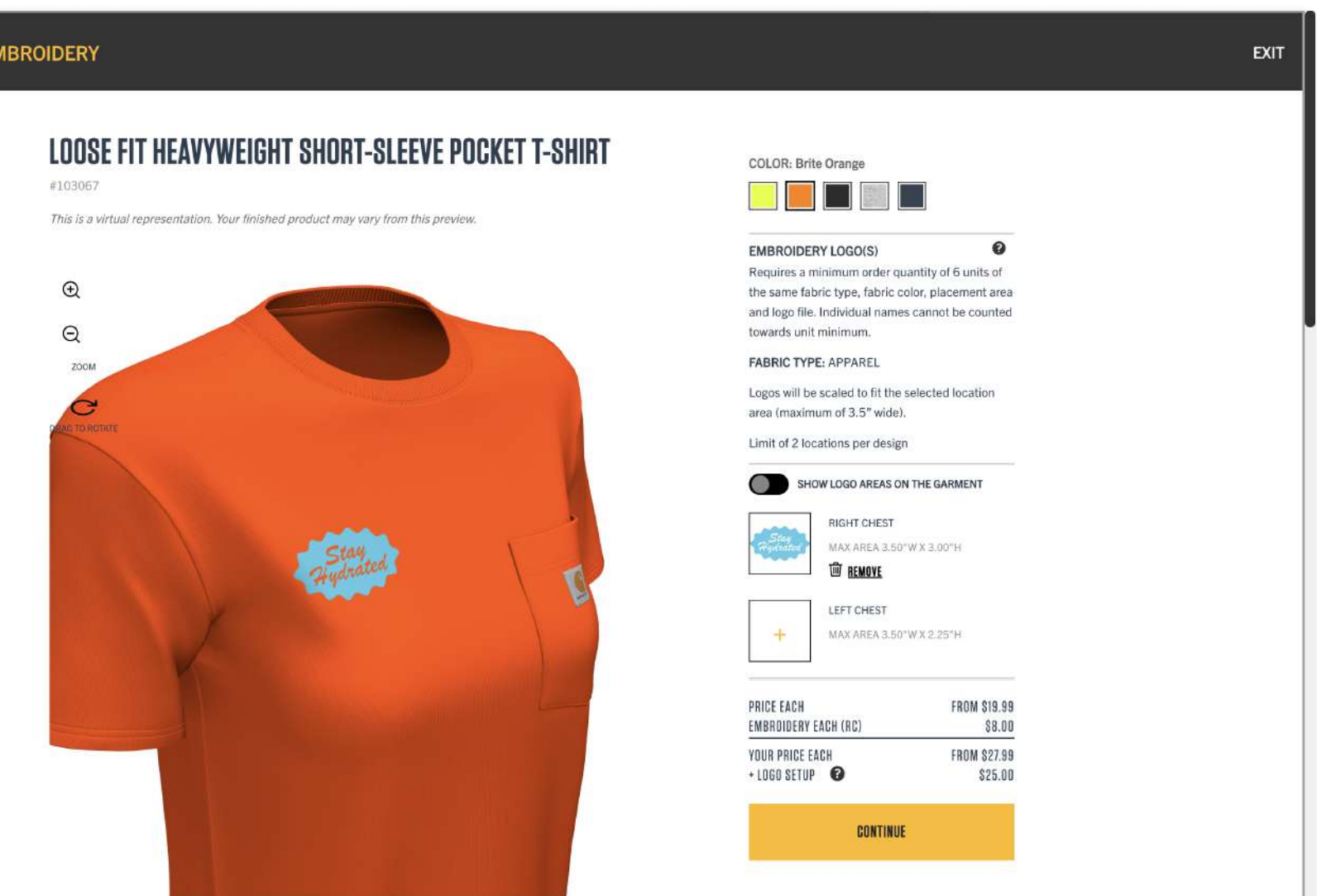
PLATFORM

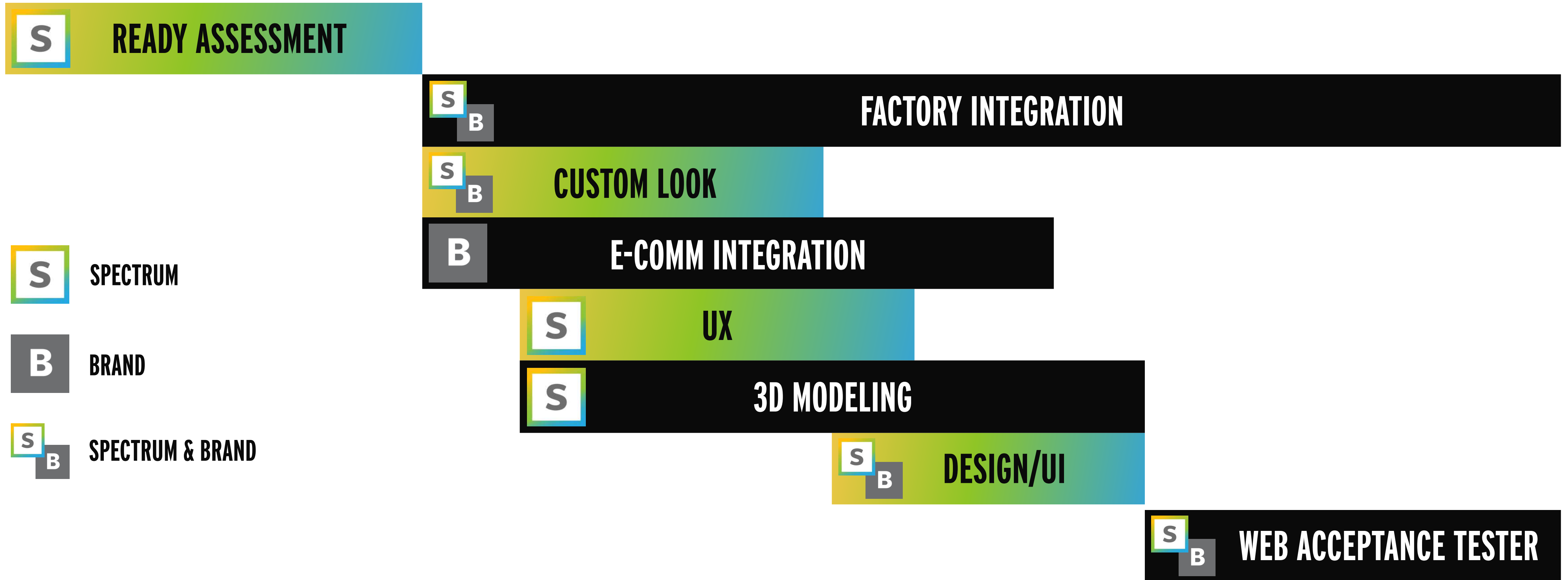


API CALL TO SPECTRUM CLOUD CUSTOM INSTANCE



A PLATFORM DESIGNER AROUND YOUR BRAND DNA





CUSTOM PRODUCTION
2-5 MONTHS

HARD GOODS MODELING PROCESS



Model Shape

Requirements:

- CAD File
(stp, step, stl, ztl, obj, fbx, mb, .blend)
- Physical Sample



Retopology & Styling

Requirements:

- Product Photography
- Materials Capture
- Pattern Capture
- Color Ways



Photo-Real Asset



Decoration Area

GARMENTS & TEXTILES MODELING PROCESS



Model Shape

- Requirements:
- Female Mannequins
 - Male Mannequins
 - Kid Mannequins
 - Studio Lighting



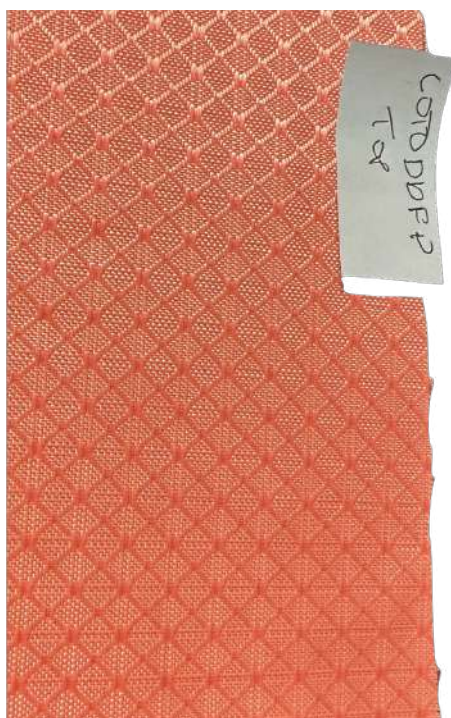
Styling

- Requirements:
- Deco Measurements
 - Stylist



Scanned 3D Form

- Requirements:
- 3D Scan
 - Internal Tag Photos
 - Hardware Photos



Material Capture

- Requirements:
- Pattern Capture
 - Material Capture



Retopology



Decoration Area

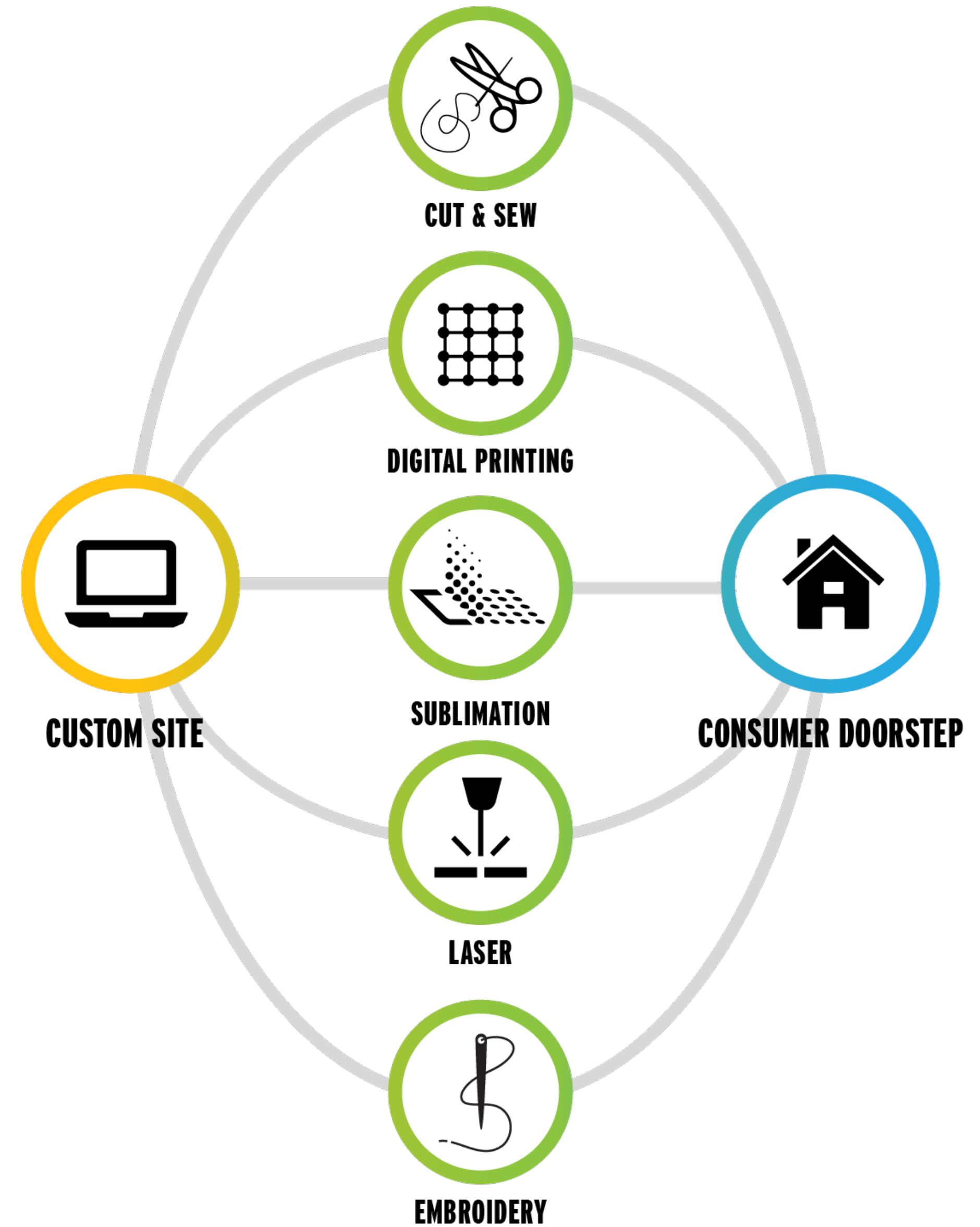


Coloration



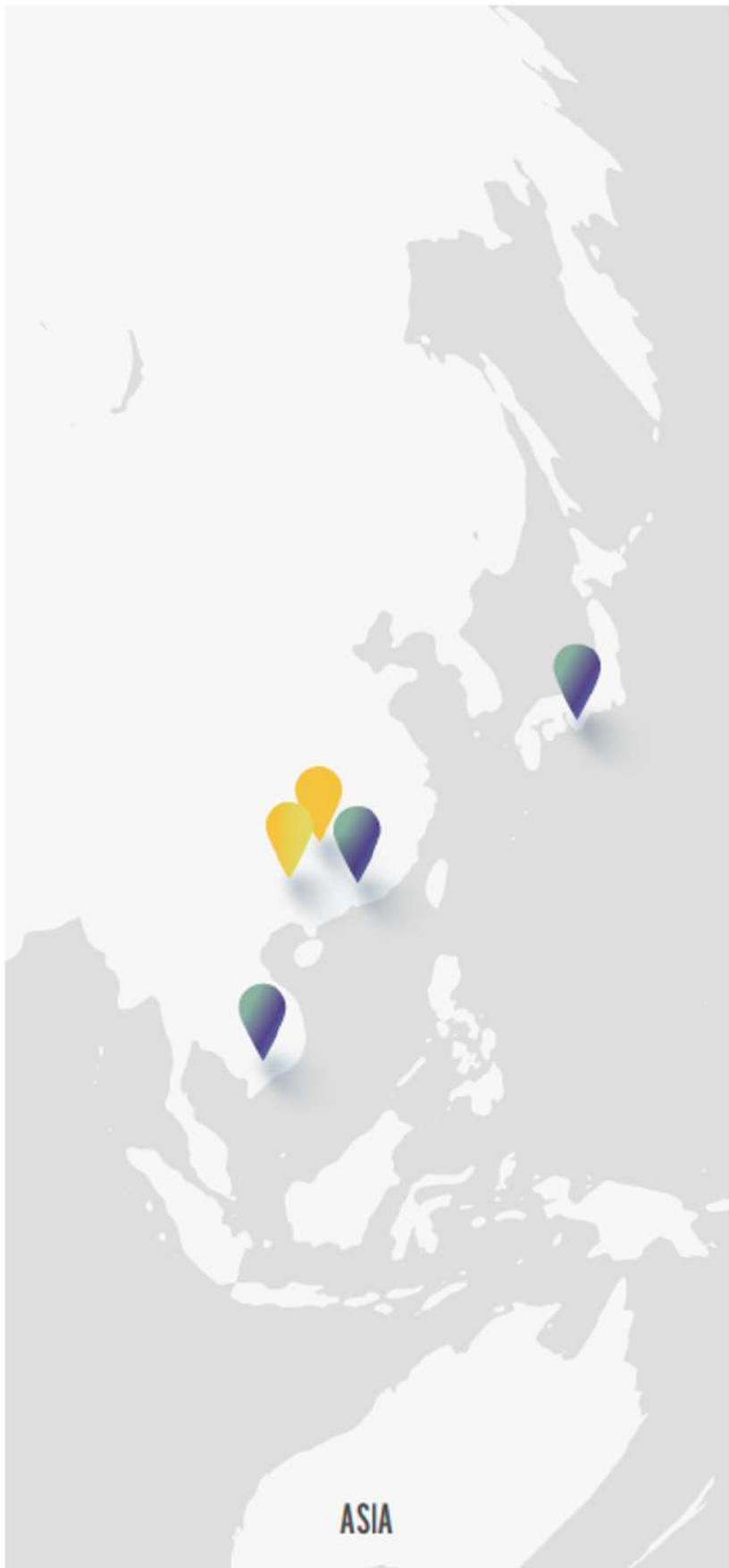
Photo-Real Asset


SPECTRUM PLUGS RIGHT IN



OUR GLOBAL FOOTPRINT

As a cloud-hosting platform on Microsoft Azure, Spectrum offers 135 global CDNs and in production at over 70+ countries as well as integrated with over 45 factory partners for custom product embellishment production.






CONFIGURATION

Atlanta, GA
SE China
Canada
Germany

Austria
Italy
Poland
Portland, OR




LASER ETCHING

Canada
Germany
Austria
Italy
Spain

France
Belgium
Netherlands
Luxembourg
Portugal

SE China
Ada, OH
Tualatin, OR
Portland, OR




UV DIGITAL PRINT

Brazil
Trenton, NJ
Canada
Germany
France

Netherlands
Portland, OR
Tualatin, OR
Ada, OH
Atlanta, GA

Charlette, NC
St. Louis, MO
San Jose, CA




EMBROIDERY

Iowa
New York
Honduras
El Salvador
Vietnam

Se China
Japan
Memphis, TN
Raleigh, NC
Columbus, OH


Orlando, FL
Detroit, MI
UK



DIRECT TO GARMENT


Memphis, TN
Raleigh, NC
Columbus, OH
Orlando, FL

Detroit, MI
UK
Vietnam
SE China



CUT-N-SEW

Iowa
New York
Honduras
El Salvador



HEAT TRANSFER SUBLIMATION

Iowa
New York
Honduras
El Salvador

Vietnam
SE China
Japan

“I COULDN'T BE MORE HAPPY WITH THE SPECTRUM PARTNERSHIP & EXECUTION.

From its infancy to its completion, the team helped build an experience that has never been done before within the Consumer Electronic industry”

-Dave Spinato,
Global Vice President, eCommerce



“SPECTRUM IS A FANTASTIC PARTNER FOR MICROSOFT AND THE XBOX TEAM.”

The Spectrum team is deeply collaborative, and committed to excellence in building world class product configuration and 3D product rendering capabilities for Xbox Design Lab. They are extremely responsive to changes, and work closely with our product design teams to ensure the product is as real-world accurate as possible. They are quick to respond to bugs, production issues, and work very well with the aggressive schedules of our programs. A great partnership!”

-Mark Auld,
Director of Xbox Design Labs





THANK YOU

