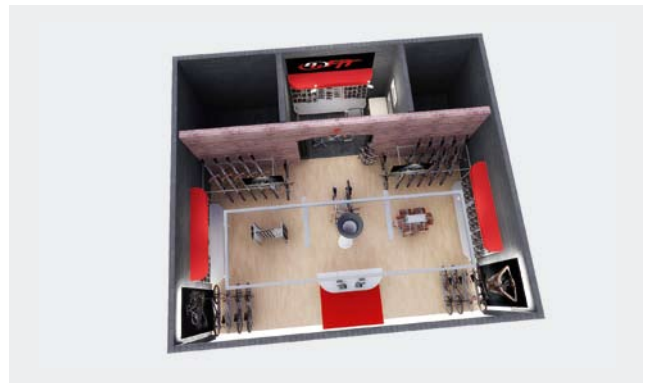
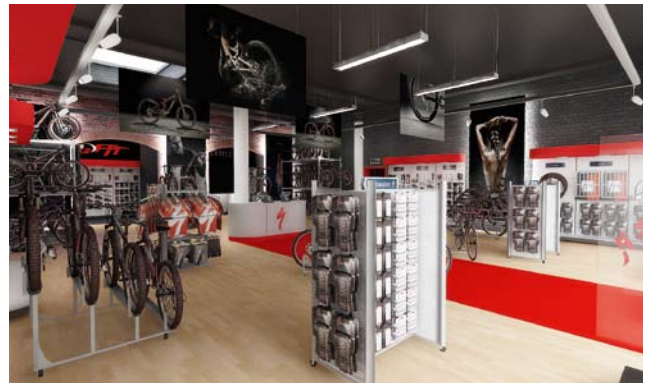




Specialized - 3D Retail Environments

Bringing the concept to life through the creation of 3D virtual environments.



Objective

— To demonstrate to potential partners, the likely implementation of the Retail Services Programme in a retail environment.

Solution

- Created 3 separate retail environments to accurately represent the ideal Concept Store, Store-in-Store and Fixtures installations.
- Each layout was converted into a 3d animated walk-through with many of the individual fixtures items being accurately represented.
- The walk-throughs were included on a CD-ROM within the books produced as part of the same programme.

Results

— Brought the overall concept to life for target audience and therefore increased dealer engagement with programme.

We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200