

# BEST PRACTICE OF 3D·AR/ VR TECHNOLOGY TO BRING BRAND TO LIFE

# ABOUT OPPENFUTURE

**OppenFuture** is the Vanguard in Immersive 3D Technologies. Its core technology powers the immersive experience and allows brands to easily create frictionless AR/VR experience with photorealistic 3D models across all the platforms.

Based on its proprietary cores including **3D reconstruction technology**, and **3D&AR cloud service**, OppenFuture provides one-stop 3D visualization solutions to help brand upgrade traditional 2D creatives to full-immersive 3D experience which allow customers naturally to interact with photorealistic renditions on hand anytime.

Its solutions have been widely used by leading companies of e-commerce, retail, and other commercial applications.





## *OppenFuture – 3D partners for platforms and brands*



Key 3D/AR Partner for Major Platforms

LOUIS VUITTON GUCCI SAINT LAURENT FENDI Zegna



First Choice by Leading Brands

# 1 PROPRIETARY 3D MODELING SERVICE



# *PROPRIETARY 3D MODELING SERVICE*

World's first  
commercialized Light  
Field 3D solution

- Photorealistic
- Automated & Fast
- Low price & Scalable



# *ACCURACY IN 3D PRODUCT IS THE KEY FOR EXPERIENCE*

## Consumer

- High quality model inspires curiosity
- Realism of model brings trust

## 3D

- Methodology
- Algorithm
- Brand insights
- Aesthetic

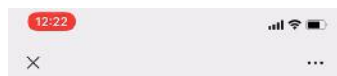


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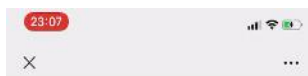


Advanced 3D modeling methodology  
to secure the highest standard

## 3D as Evolving Product Page - Live presentation VS image



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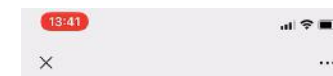
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## 3D as Evolving Product Page - Live presentation VS image



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# AR SOLUTIONS TO CREATE IMMERSIVE EXPERIENCE



# AR SOLUTIONS TO CREATE IMMERSIVE EXPERIENCE

One-stop SDK cloud service to integrate into any  
Ecommerce platforms, including all the websites, Apps  
and WeChat mini program (China)



# AR LIVE TRY-ON TECHNIQUE

OpenFuture's AR live try-on algorithm employs a neural network to infer **468 face landmarks** in real time recognition, which will secure illustrating an accurate contours around the eyes, eyebrows, lips and the entire face.



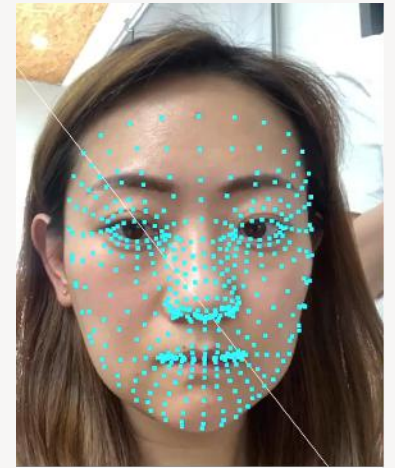
+



OpenFuture sets up a basic metric 3D face and put each glasses model on this basic 3D face model to measure an estimated eye wearing position  
(\*Requires manual work on this step)

When a real face is detected, their algorithm will calculate the “face landmark” positions to fit the canonical face model with real face 3D geometry  
(\*Real time detect and calculate)

The algorithm matrix will define the scale of the basic metric 3D face compared with the “face landmark” scale to fit different contours of the real faces  
(\*Real time aligned rendering)

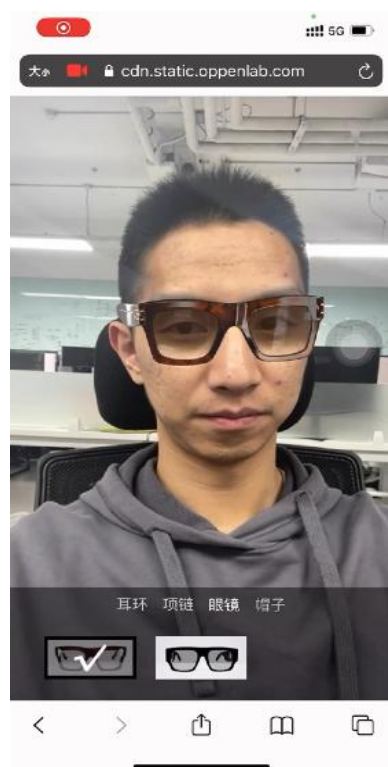


\*How to detect and calculate the real time “face landmarks” (blue dots)



# AR TO ENHANCE PRODUCT IMPRESSION

Best for glasses, rings, necklace, hat



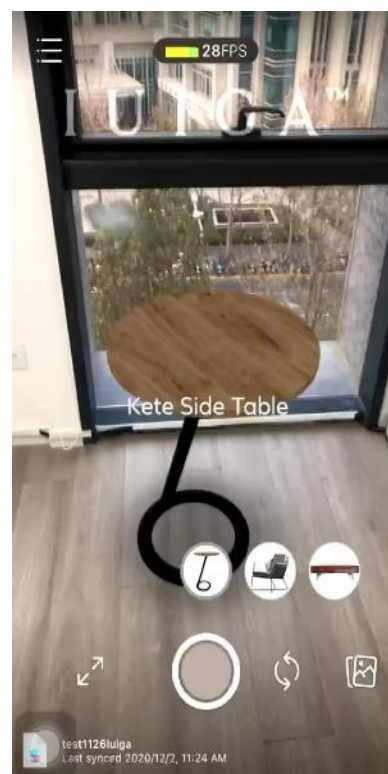
# AR TO ENHANCE PRODUCT IMPRESSION

Best for decorations, furniture, clothes/style matching



# AR TO ENHANCE MARKETING CAMPAIGN

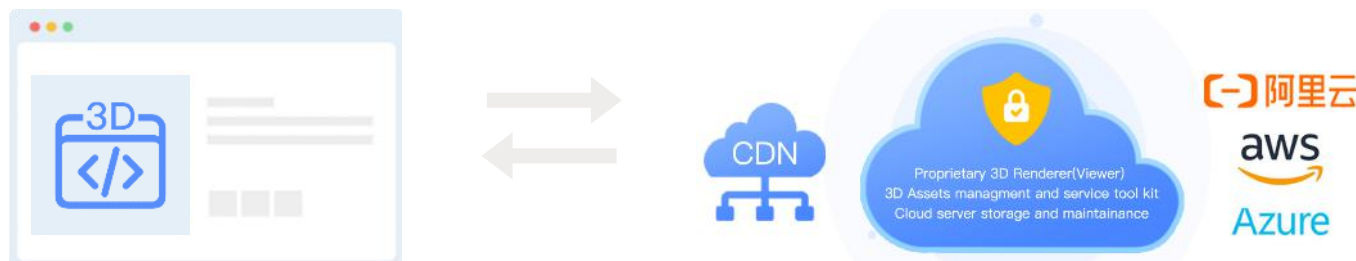
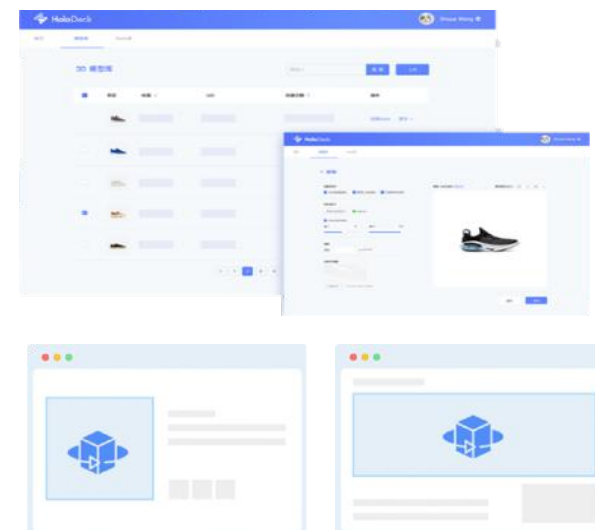
Improve impact and conversion





# *POWER ALL DIGITAL PLATFORMS WITH 3D&AR THROUGH A FAST-EMBEDDED SDK/API*

- Upgrade 2D to 3D interactive asset on any web platform
- Manage all 3D assets in one place
- Compatible with all the systems, browsers and devices
- Flexible service package and annual subscription plan



OppenFuture's 3D&AR cloud SDK solution enables clients to embed all the 3D assets and AR interactive experience to any digital platform with just one line of code, and provides smooth virtual interactive experience **globally**.

## WHY OPPENFUTURE TECHNOLOGIES

LOUIS VUITTON DIOR

GUCCI SAINT LAURENT FENDI  
ROMA

HOGAN

GIUSEPPE ZANOTTI

PANDORA



Tmall



JD.com



WeChat



Baidu



Facebook



Shopify



### First choice by Luxury brands

- Brand insights
- Superior aesthetic quality

### Certified 3D strategic partners

- Certified 3D partners for main platforms
- Knowledge and experience in technical structures and modeling standards of all platforms

### Holistic 3D solution for eCommerce

- **Proprietary 3D technology**
- **One-stop service** for quick go live including consulting, creation, design, production and development & deployment for OMNI channels

# *OPPENFUTURE TECHNOLOGIES*

Thanks and  
look forward  
coorperating soon

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