



Th3rd

3D scanning as a service

Introductions.

WHO ARE WE AND WHY IS OUR SERVICE DIFFERENT FROM OTHERS?

We are Th3rd, a company specialized in making realistic 3D content for e-commerce and marketing.

We create digital twins (high quality 3D models) of people and products and have been doing this for more than 5 years now. Most of our projects used to be custom assignments, meaning we were hired by a digital agency to create an application specific 3D model.

At the start of the project we define what kind of requirements are necessary and then we create that specific model for a specific application:

This is how most 3D scans are made.

A company or brand wants to launch an application and the content is solely created for this one specific feature. There must be a better way, we thought.

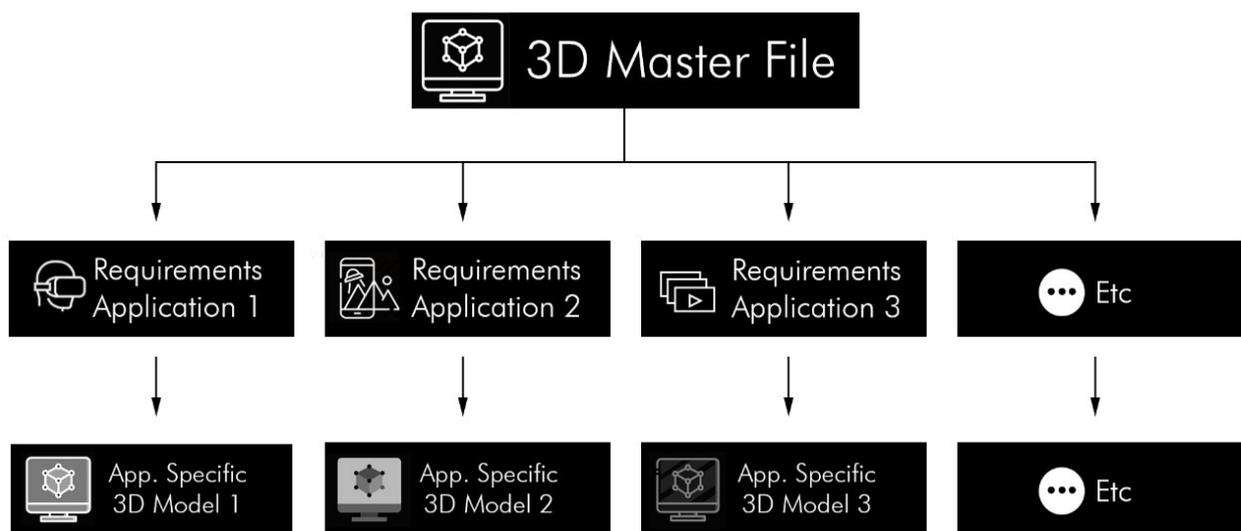
Why create a new digital twin for each new application you want to launch? Why not create one 3D model that can be used in all your digital output? Especially with the world moving into a more digital reality and customers demanding more realistic online shopping experiences. This drive to find a better way, is why we launched our corporate solution: 3D scanning as a service.



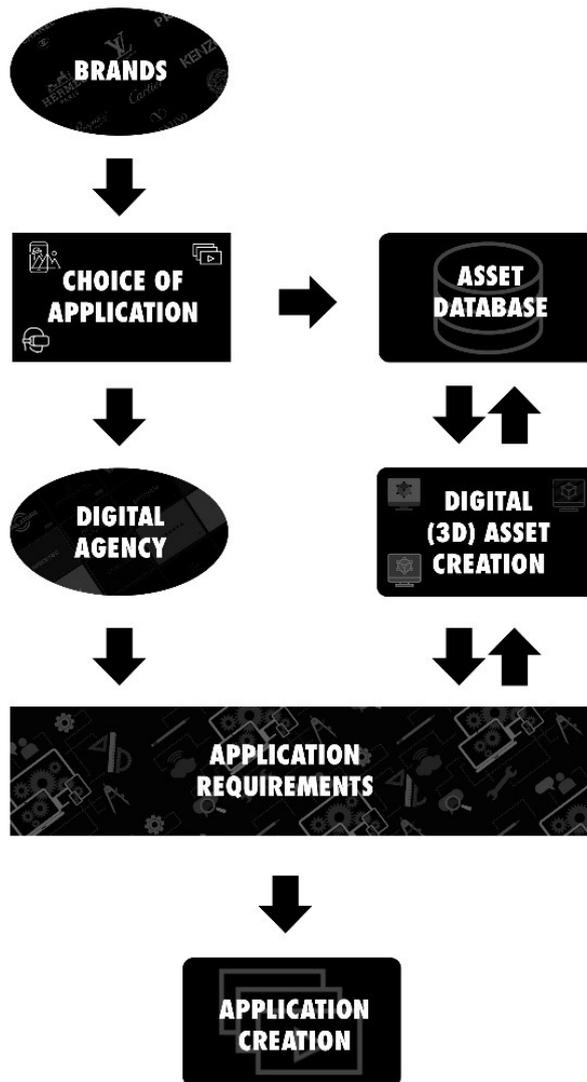
3D SCANNING AS A SERVICE.

Instead of creating a new 3D scan for each application, we want to help companies develop a more sustainable digital content strategy. When we 3D scan a product, we can create a raw data 3D model, which can be used as a 3D master file. This is a generic automatically generated 3D model that has all the details you need to create different media assets. This 3D master file can be used to create different 3D model formats, fit for different applications:

CREATING A SUSTAINABLE DIGITAL CONTENT STRATEGY



Creating a master file as the basis for your media assets, provides you with a much more economical and efficient workflow to manage the content for all your design, sample, marketing and sales activities. Our service will turn your digital (3D) asset management workflow around, so you as a brand can be future ready and in control of all your digital visual content creation.



Our Service.

LETS GO VIRTUAL TOGETHER

We specifically choose to offer our 3D scanning solution as a service. That way you as a customer have as little as possible to worry about. You don't have to buy your own 3D scanner, you just pay for the number of 3D models you desire and our help and expertise are at your disposal whenever you need it. The high quality of our output is what makes us passionate about our work.

As a customer our service gives you four important advantages:

We're always in Beta

The automated 3D scan market is not done innovating yet. This means that every 3D scanner you currently buy will be outdated quickly. We therefore lease our scan solution and keep innovating and implementing new updates during the service contract without additional cost.

No headache along the way

3D scanning is hard. There are a lot of variables that need to be taken into account to get a useful, scalable solution. Don't worry about all these variables to create your 3D content, but focus on the way you want to shape your digital content strategy, design your customers future shopping experience and enhance your internal workflow using these digital twins. During the entire contract period our quality and service is guaranteed. For your company this means an ease of use. You are guaranteed (1) a 3D scan-service that can handle your requested amount of items

(2) on a location that best fits your workflow
(3) the quality of 3D scans that fits your need and (4) we offer full service and support without additional cost.

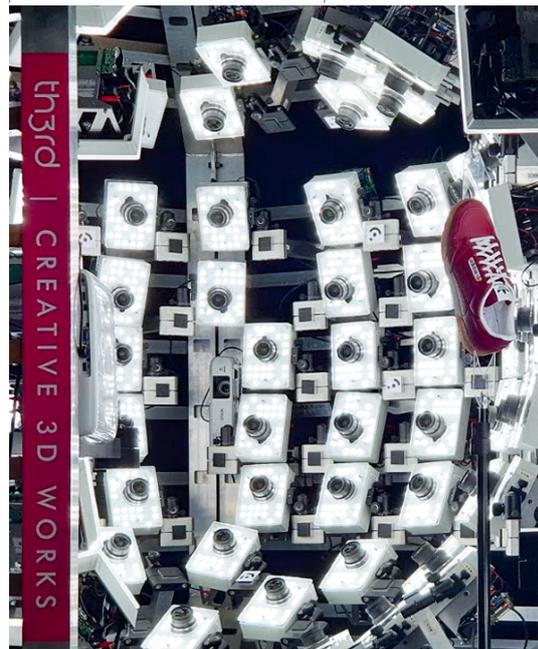
All 3D formats & applications fit

Our solution is file format independent. This means we create a Masterfile that has all the information and create application specific formats ready to use from this Masterfile. All within the price plan, making each scan cheaper the more you use it.

The more you scan, the cheaper it gets

However, this is not the only way our scans get cheaper. Our solution is fully scalable. In fact, the more scans you make within our service, the cheaper it gets per item. Our service starts at € 100,- per 3D scan and can go down to € 20,- per 3D scan*.

** The prices mentioned are excl. VAT and refer to the automatically created 3D scans. Post production will increase the price.*





Our Flavours.

THREE TYPES OF DIGITAL TWINS

We have three types of post processing that we can offer, which deliver an increasing degree of quality:

The automated model

The automated model type is the model as it is scanned fully automatic. The only thing that (for now) still needs to be removed manually are the clamps used to hold the item in place during the scan process, although this is one of our backlog-items to be automated in the future as well.

Please note: in the automated models some materials such as metal or shiny surfaces will not be shown correctly as not everything can be scanned correctly fully automatic.

Also there is no materialization added to the model, meaning wool will not look dull and plastic will not act shiny on the 3D model. During the first phase of a project we analyse the collection of shoes that need to be scanned and we can specify exactly which shoes can be scanned automatically and which need additional post production.

The basic model

With a basic model we try to give you the best of both worlds where possible.

We will add the materialization to the model making each material react better to lighting and we will post process the most obvious parts of the 3D model to get the most out of each model as it's used.

Please note: the model can be used in a lot of situations. However, we do not advise to use this model for close-ups or on big customer launching campaigns, as you will see some flaws on the model when you zoom in.

The premium model

Our premium model is our high end solution. This is the model type we advise to use for your hero products and in advertisement campaigns, animations, commercials and close-ups. This model type is the best quality we can offer, you won't be able to tell the real product from its digital twin.





Lets Go.

HOW CAN WE START?

Our corporate solution is built to scale. Before we start digitizing entire product lines, we prefer to start small. Our pilots are a vital part of the whole process. A pilot consists of three phases:

Phase 1: Analyse the scope

In this phase we analyse and get a grip on the current situation of 3D content development within your company. Do you have your own 3D department in house and do we align our output with them, or is this the first time you use 3D content and would like to discover what the possibilities are? No company is the same and our experience taught us it's best to define the scope of the pilot before we start.

To give an example: if the company is new to 3D we will probably suggest to start with a sample of 10 items. It's best to start with a small amount so we can define and properly design the whole workflow before we scale up to production.

We propose to deliver for instance:

- 10 automated models
- 5 basic models
- 2 premium models

This gives you the chance to test the quality of the different model types within the company and better define what you wish for the higher volumes of items.

Phase 2: Define desired use-cases and applications

In this phase we define together how you would like to use your digital twins. We have experience and work with a growing network of partners that provide applications such as:

- Holograms
- Virtual fitting apps
- Google AR search
- Virtual retail solutions

We can also help define other use-cases, such as using our digital twins for the sampling market and advise on what formats and partners would work best for this.

Phase 3. Implement & improve

During this phase we test the created models in the applications and for the use-cases defined earlier. We gather feedback and see what changes need to be made before we continue. The goal of doing a pilot is to see if the results are of such quality that your company wants to scale production to a larger set of products. For us it's crucial to keep improving our products and service and therefore feedback sessions are a valuable element for both parties to continuously improve our cooperation.

Pilot Costs

Most pilots cost between € 5.000,- and € 10.000,- and take between 3-5 weeks to realise. We can deliver the models two weeks after receiving the items.

Going Big.

THE SCALE-UP! WHAT TO EXPECT?

Service contract

The next step after a pilot is to start a 1, 3 or 5 year service contract.

During the pilot we have decided what kind of model types and applications will be used and how many items per year will be scanned. Based on this input we will be able to provide you with a detailed price plan and a proposal for the roll-out.

Now all we need to decide is where the scans will be made. When a minimum of 5.000 items per year will be scanned, we offer our service with the possibility of a scan solution built on site. With less items per year, the products need to be sent to our office in Amsterdam and we can do all the scans for you.

Additional formats

Would you like to add a new output format during your service contract? Our service contract is based on the scans you make, not the different versions of output you

want to create with that scan. As long as no additional post-processing is necessary to modify the 3D content, adding an extra format to the output is all included within the price of the service contract. We again first start by doing a pilot with a small amount of items, to test the quality of our output and to see if everything works as desired before we scale the output to all the items within the service contract.

New innovations

We will continuously improve our workflow, to best fit your need. Within the service contract you will see constant improvements on both the hardware and software to build and further improve our service.

Additional applications

And finally, we continue to build our network of partners that provide a perfect match with our digital twins. We all know the saying: "Jack of all trades, master of none."

We firmly believe in doing what we know best and working together with specialists in other areas to provide maximum value to our customers. That is why we specialize in and give advice on realistic 3D content and work together with other parties specialized in providing innovative customer experience applications. We will keep you updated on any new developments, so you can be the first to know and try.



