



3D Retail Experience

Explore category, brand & store concepts

About 3D retail experience

3D retail experience is a virtual store environment, in which brands and category management concepts can be viewed, navigated and interacted with. The technology is cloud based, allowing sharing of marketing concepts with clients and colleagues as easy as having an internet connection.

Our trained 3D consultants will help your brands and category initiatives move beyond planograms into a new world of the future virtual store environments. Now is the time to change and gain a competitive edge by enhancing your category review presentations and visualise brands and point of sale in a store environment, without the need of a merchandising centre.

Approve NPD & category changes quicker & reduce cost

Our consultants work with you to personalised store designs, creating branded retail environment's, so testing of product changes, planograms, point of sale and store concepts, are as real as possible.

All store virtual environments include fully created stores with cash checkouts, entrance, aisles and fully-stacked gondolas. If you want to test a new store concept for example, our consultancy team can integrate a tailor made 3D rendering of your store, necessary to carry out your research.

In addition 3D product models can be created and placed in the virtual environment, our services even extend to products from abroad as we have the ability to model products using just 2D photos.

Flexible solution saving time & money

3D retail experience is flexible enough for marketers to use as an everyday visualisation tool, helping to understand the impact of changes within the store environment. It's also ideal as a presentation tool for category range reviews or retailers wishing to visualise new store concepts and POS design.

Creating new sections of the store, adding products, fixtures and POS is very easy and quick to complete and will save time and money, compared to other traditional methods.

Present in 3D to win new business

The 3D retail experience is an excellent presentation tool for those important client meetings, which require that WOW factor. Our clients have reported huge success when using 3D experience to show new brands and category concepts to retail clients.

Our 3D consultants create movie files of consumers navigating the 3D store, browsing products and even interacting with them. Alternatively simply navigate the 3D store in real time with your clients. Furthermore; the technology enables **real 3D experience** (using 3D glasses), with products viewed out of screen with true 3D depth.

To discuss how 3D retail experience can help your business, please contact one of our retail consultants today.



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Benefits of 3D retail experience

- Design & navigate store aisles in 3D virtual environments
- Visualise new brand and category concepts
- Test store, category and point of sale concepts
- Visualise in store promotions before they happen
- True 3D stereoscopic (glasses & large screen) for client presentations
- Output 3D planograms for range reviews
- Experience category changes in 3D instead of merchandising centres
- Share with colleagues and customers online reducing sign off time & cost
- Reduce the launch time of brands & new retail concepts

Our consultants recommend the following software

-  **MSA Planogram & Analysis**
-  **MSAX Planogram Automation**
-  **ATPRO Range Assortment**
-  **SPD Store Planning**

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Retail Smart the company

Here at Retail Smart our solutions are new and innovative, centred around visualisation of brands, categories and stores delivered in a virtual 3D experience with a focus on consumer insights and demand.

Our 3D visualisation and category management solutions are used by retailers and manufacturers around the globe, helping plan credible product ranges, optimised planograms and store layouts.