

# Mobile 3D for retail stores

Pipeline for capturing, storing and displaying products in WebGL

[handtop.com](http://handtop.com)

# Sales, seasons and flyers drive visits

**9,302 store closings in 2019**  
a 59% jump from 2018 in US



Store employees  
need **new tools to**  
**encourage visits**

# Visual Catalogs™

## 3D HTML picker



Publish fresh content on mobile

Demos: [handtop.com/retail#interfacedemos](http://handtop.com/retail#interfacedemos)

# Start now and **learn on the fly**

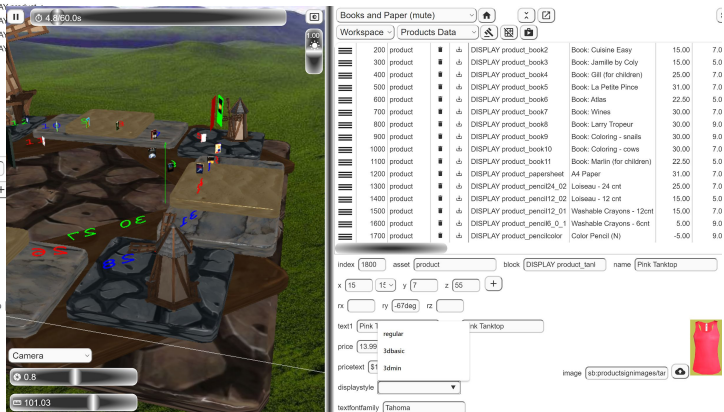
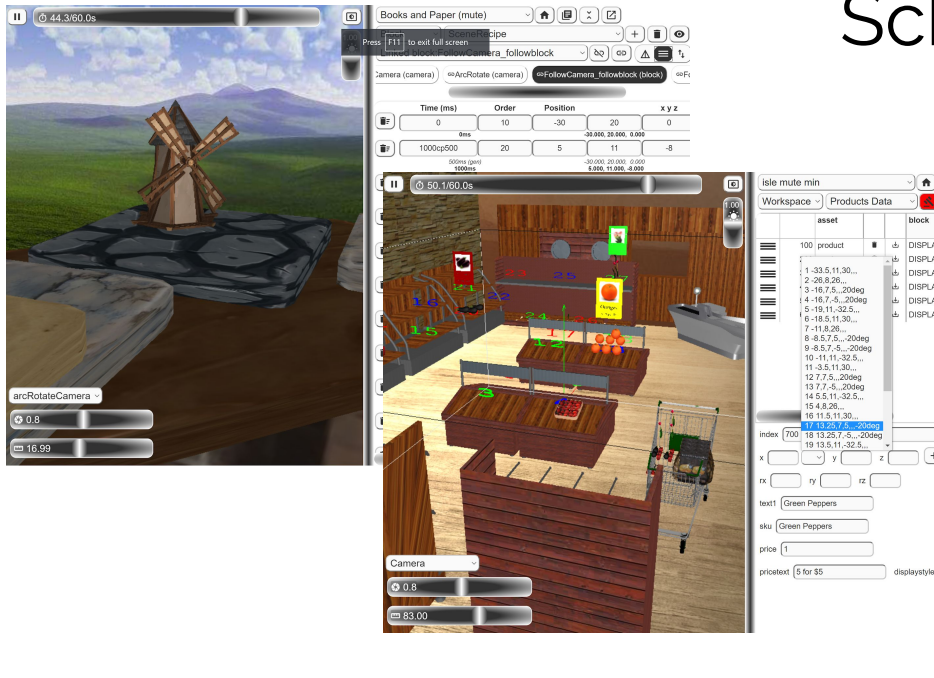
# Scheduling and automation

## Spreadsheet integration

## Template libraries

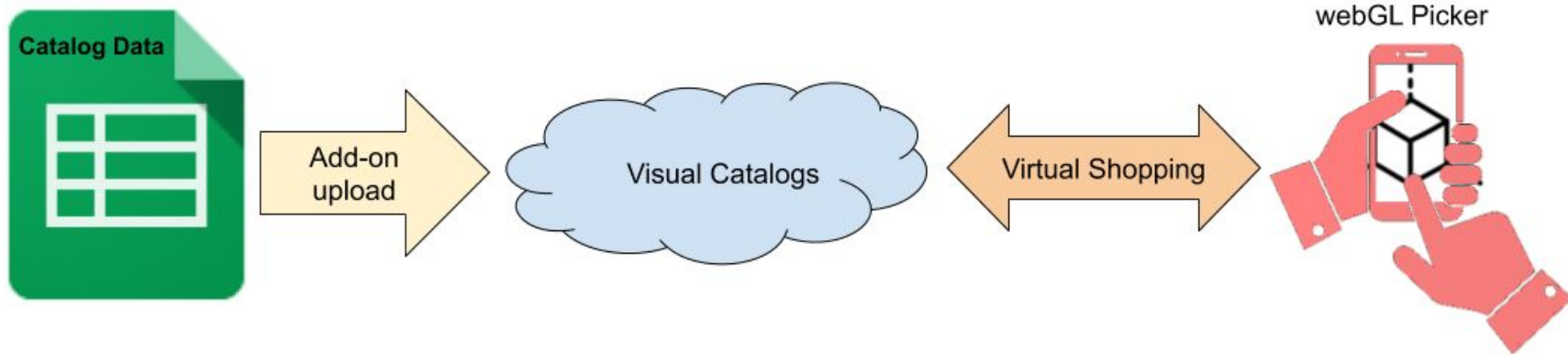


The screenshot shows a spreadsheet application window. The title bar reads 'Products Data'. The spreadsheet has two columns: 'Product' and 'Block'. The 'Product' column contains the text 'et' and the 'Block' column contains the text 'block'. There are icons for saving, printing, and other functions in the top right corner of the spreadsheet area.



Videos: [handtop.com/retail#catalogtools](https://handtop.com/retail#catalogtools)

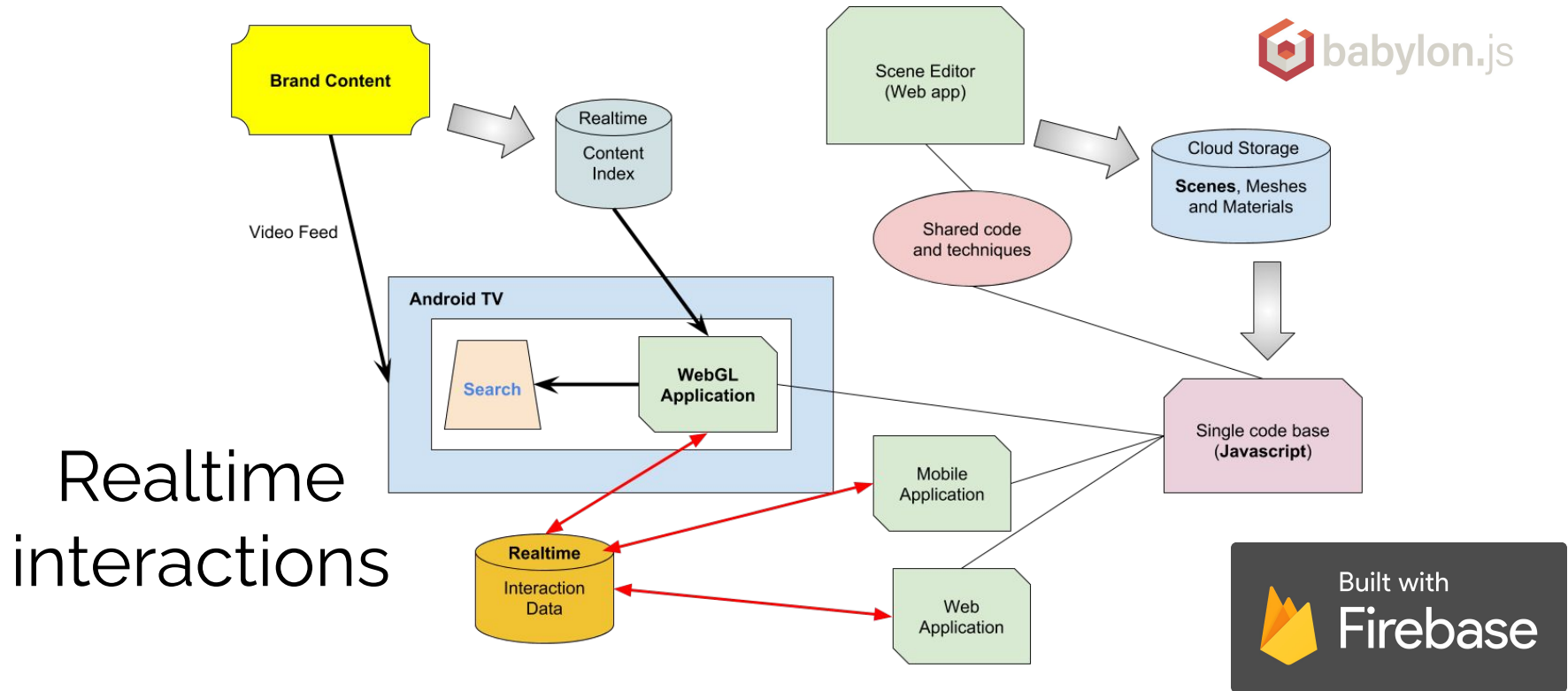
# Low intensity preparation



Banners, products and sales events  
Map catalogs to bin locations  
Edit textures for shirts and cartons



# Publish once run everywhere



# Encourage **in store** visits

Employees drive visual channels with inventory

Extend out of store customer engagement



# Encourage app installs

Integrate with  
location, notifications  
and 3D graphics



SYMBOL AND COLOR RELATED PICKING OPTIONS



+/- 45°



360° x 360°  
Orientation

GPS based  
movement  
(optional)



Extend your store anywhere



# Empowering **in store** teams

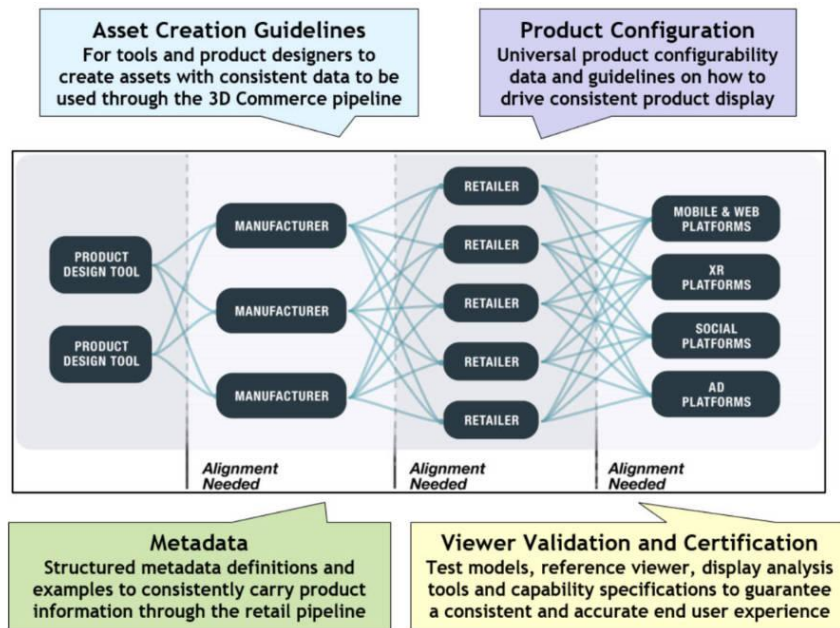
	<b>Content Team*</b>	<b>Product Team</b>	<b>MVP Team</b>
<b>Skill</b>	Learn on the fly	Cost Effective	Leading edge
<b>Focus</b>	Customers	Functionality	Technology
<b>Manager</b>	Store	Store and Handtop	Handtop
<b>Purpose</b>	Fresh Catalogs	Integrations	Features

**Engineers not required\***

# Industry roadmap (and ours)

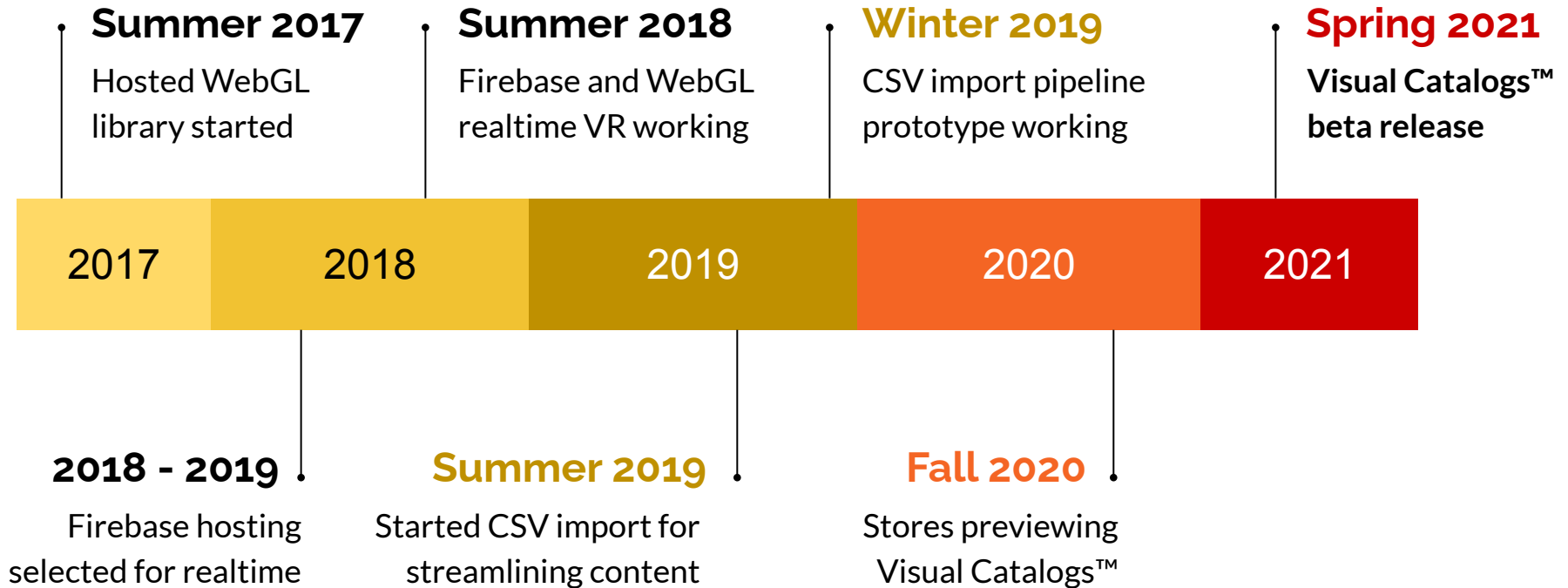
Publish and import using  
**standard formats**

Exchange assets using  
Unity or Blender



Source: [khronos.org/3dcommerce](https://khronos.org/3dcommerce)

# Milestones for **real time 3D**



Thanks for viewing

Visual Catalogs™

Website: [handtop.com/retail](https://handtop.com/retail)

*Handtop*

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