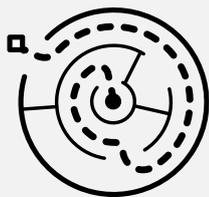# Visualization

The Challenge

The buying journey for customers is more difficult than ever. With unlimited options, manufacturers can struggle to stand out using text-based product descriptions, ultimately costing time and money.

Our Solution

Tacton visualization enables your customers to see and interact with your product like never before. Learn and collaborate with your customers online and direct with sales to find the optimal solution. Additionally, utilize AR to visualize and interact with the product in their real-time environment.
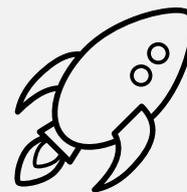
Features and Benefits

Use visualization to accelerate product understanding

Utilize visualization to give an engaging customer buying journey across channels

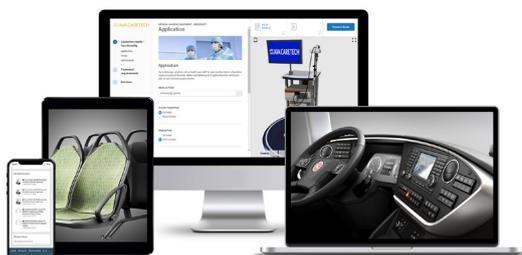Empower customers to create their own quotes with stunning visuals included

Accelerate sales by offering the 100% correct visual product configuration

Key Use Cases

Visual Configuration

- Configure custom products — All in real-time

- Viewpoints for fast navigation and orientation

- Make changes with real-time drag and drop

- Include custom images with quotes

Augmented Reality

- Allow customers to visualize their product in context

- QR Codes for AR present in quotes

- Use AR in live CPQ sessions

- Mobile App available for iOS

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Visualization

Technical Specs

Visual Configuration

- Bi-directional real-time communication with Tacton CPQ

- Drag-n-Drop configuration for easy layout configuration

- Viewpoints for fast navigation and orientation

- Dynamic measurements

- Integration of product images in quotes

- Parametric configuration (height, width, depth) using spatial/geometrical rules

3D Visualization

- Materials based on Physical Based Rendering and Normal Maps

- Linear & HDR pipeline with gamma-correct and tonemapped rendering

- Dynamic real-time Lighting

- Shadow Maps

- Perspective and orthographic cameras

- Mouse and touch interaction

- Post-Effects like Bloom, SSAO and temporal Anti Aliasing

- Rendering, Load time and bandwidth optimizations

- Support of all major browser plug-in free via WebGL

Visual Logic Modeling

- Dedicated and specialized C&M environment aligned with and integrated in the Tacton CPQ workflow

Visual Asset Creation & Maintenance

- Dedicated and integrated C&M environment compliant to common exchange file formats (FBX, OBJ, PNG, JPG, HDR)

- Utilize docking points for easy and reliable assembly

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