

Company

Capgemini

Retail experience

Interactive 3-D remodeling configurator

Solution focus area

Omnichannel store

Providers

Capgemini
Intel

Technologies and services

- Intel® i7 4th generation PC/NUC, Intel RealSense™
- Windows*, .NET Framework 4.5 for proprietary software Capgemini
- PC (Intel Core™ i7 4th generation, SSD 256 GB and 16 GB RAM) with high graphic capabilities (min. MSI GeForce GTX 970 Gaming 4G)
- Oculus* Rift
- 27" screen
- The Capgemini box + proprietary software
- Intel RealSense camera

More information

capgemini.com/
smartdigitalstore
intel.com/realsense

Physical and digital worlds converge for easier remodeling

Capgemini and Intel® RealSense™ technology speed up the 3-D modeling process

Solution overview

Creating rich 3-D models of rooms is now easy for software-challenged sales associates. Capgemini has introduced new technology that instantly translates objects in the physical world to the digital world.

The configurator uses an Intel® RealSense™ camera to detect physical building blocks, which Capgemini* software translates into a 3-D digital environment. In seconds, a digital representation of the client's dream room can be built.

Once digitized, this virtual world can be further customized with style, color, surroundings, and size of the room. Plus, the digitized 3-D model can also be used as part of a virtual reality setting such as Oculus* Rift to create an even more realistic experience of the new environment.

Benefits

- Lower threshold to start on 3-D modeling; anyone can do it.
- Engaging and unique customer experience.
- Saves time and effort of personnel while increasing dwell time and success rate.
- Results in much faster time than traditional methods.
- Experiment with new store concepts without the need to physically build them.
- Create an in-store experience remotely.

Market readiness

Available now, demo