

Whitepaper

3D Advertising -

an agency's guide to benefits from interactive 3D visualization

Table of Content

1. Introduction
2. Marketing and advertising with 3D technology
3. Appealing product presentations
4. Interactivity
5. Hedonistic aspect and fun-factor
6. Target group bundling
7. Longer stays on websites
8. Simple Product placement in "Ad-Games"
9. Edutainment
10. Simplified and cost efficient distribution
11. Cost
12. Summary
13. Contact

1. Introduction

The rising acceptance of the Web 2.0 in the private and business environment does not only create optimism for companies offering internet software and Web services. After a recurred confidence in the information and knowledge era those companies will be on the winner's side in the near future, which have had the vision to see market claims at an early stage and followed consequently a strict niche policy to establish monopolistic businesses.

The past has shown the need of high performance servers and broad-band networking (glass fiber optics, electric current, satellite networks etc.) in the hardware and infrastructure area, which nowadays permit for instance the bi-directional transmission of data intensive multimedia applications like streaming-video-on-demand. Also the access to information technologies via terminals played a more and more important role in the last years. That authenticates today's increasing number of

different terminals like mobile phones, interactive web TV, game consoles, not to speak of refrigerators in networked households with an integrated internet access etc.

It is also of interest to observe the tremendous evolution of software-technology. The software market pays increasing attention at the moment to software products and integration platforms in a networked world, which dramatically change both the communication and the interaction behaviour of internet users. In this regard the multimedia 3D-technology, which has been up to now particularly used for product presentation, now offers numerous possibilities for modern marketing, because the appropriate hardware and the required internet bandwidth is nowadays available worldwide. This whitepaper describes the advantages and the benefits of 3D-technologie as far as modern marketing and successful advertising and promotion is concerned.

2. Marketing and advertising with 3D technology

Bitmanagement offers interactive and real time 3D software, documentation and technical support as well as developing services. The multimedia software for 2D/3D, audio and video performs visualization in software- and hardware concepts and products, based on the standardized format VRML, X3D and MPEG-4 and Collada. These widespread internet ISO formats are supported by most of the authoring tools for 3D models (3D content).

The 3D enabling software of Bitmanagement, BS Contact VRML/X3D, is to be implemented as visualization component by customers from completely different markets. The technology of Bitmanagement offers, additionally to the communication and visualization technologies (films, pictures, text, Chat), which are used in the conventional Internet, also interactive 3D-mappings such as VRML/X3D objects. These mappings are known from video games and from virtual reality applications. Consequently all content is computed in real time on customer's PC with high performance and not on server-based large computer installations, so-called „rendering farms“, which mostly cause high cost. Due to computing at the client's terminal the data size for disseminating multimedia content can in comparison to conventional films be reduced down to merely a few kilobites. Thereby the natural data volume does not any longer carry weight regarding downloading or streaming in the Internet. At the same time transmitting and disseminating applications in the Internet or on CD ROM, DVD is simplified.

Visitors of a web page therefore are in the position to walk through virtual rooms, investigate environments playfully, watch products intuitively, test them interactively and finally buy them.

3. Appealing product presentations

Bitmanagement's software permits a visualization quality, which usually is only seen from expensive PR films. Product presentation enabled with the 3D visualization software BS Contact can be delivered in broadcast quality. Such products are offering real time shaders which render lifelike surfaces, like water, metal or other similar textures. Finally, in order to create a perfect ambience for product presentation one can merge the content with 3D sound that creates a lifelike ambience.

4. Interactivity

Unlike conventional films all marketing content based on 3D technology can be interactively presented. More space for exploration is given to users by the means of interactivity, for instance flying through contents and virtual environments. The user can depart actively even from prepared paths in the presentation and explore and handle a product ad libitum. His actions might trigger animations, which again activate new interaction possibilities with a product, e.g. buttons, sliding controls or the behaviour of an object. In this way the users can make themselves familiar with the advantages of a product and he might deal with the product much longer than watching a traditional non interactive movie.

5. Hedonistic aspect and fun-factor

Today fun is gaining more importance than ever in marketing messages. Products and software must not only operate but also sanitize the image of a person in his personal environment. Just when handling a product it should create fun. The matching 3d design must be harmonious. 3D is on top. Based on this technology one can realize even eccentrically designed marketing campaigns. Today the user is expecting gorgeous designed user interfaces which can be handled like well known games. Today, the state of the art 3D software also enables the developer to integrate a "fun-factor" into ambitious 3D applications.

6. Target group bundling

The software of Bitmanagement, is assigned to support internet communities. In such internet nodes several thousands of target group specific users are pooled. This kind of user grouping is of great interest, because many visitors with corresponding ideas, knowledge and shopping behaviour come together and thus can be targeted with dedicated marketing messages. By means of tracking the consumer behaviour of the user can be detected and automatically evaluated - with the goal, to align and optimise a marketing campaign.

7. Longer stays on websites

By attractive 3D software supported content visualization the time of stays of users on websites can strongly increase. Users of conventional web pages stay in average not longer than a few minutes or even seconds on such web pages. Visitors of Bitmanagement's websites are staying more often between 30 minutes and even some hours in a virtual environment. Thus watchers can be addressed with ads or other marketing activities for a much longer time. Interactive ad-games prove this experience. As an example a web game was developed for one of the leading US tire manufacturer based on Bitmanagement's BS Contact VRML/X3D technology (Goodyear).

8. Simple Product placement in "Ad-Games"

An established instrument for subliminal sales promotion is product placement. Specific products will be recognized by people in the movie theatres. In a virtual environment however a visitor of a website can handle a product, can watch it from all sides and test it. For example in a virtual motor race potential buyers of automotive tires can find out in a playful way, which type of tires meet their requirements best (e.g. in the Goodyear application).

9. Edutainment

Education can be linked with entertainment elements to become a so called „Edutainment“ application. Thus, much more entertaining training concepts can be developed, more than with traditional concepts. Visual 3D representations offer a lot of advantages for new ideas. One of the most remarkable assets is that such edutainment application can bridge language barriers. Training courses can therefore be language neutral. This content can be understood easily in spite of cultural differences. Learning success can be adjusted much quicker than by use of simple text-based education documents.

10. Simplified and cost efficient distribution

Due to a high volume of data the distribution of conventional promotional films, e.g. on the internet, is inappropriate and expensive as well. The download time needed is proving the patience of users. And in case of intensive access of substantial amounts of users to such applications service provider will

face high cost for the internet download. In comparison to that 3D animations need only a fraction of bandwidth and can therefore be distributed more easily and cost efficient on the Internet than in case of a conventional film.

11. Cost

The development of promotional films is in most cases very cost intensive. However, generating interactive 3D animations is much more economical, because so much less personnel is needed, just to mention one example. To develop an animation one needs only one or two 3D designers, not a personal film crew is needed. Light, shade elements will be virtually arranged and has not to be physically manoeuvred.

12. Summary

Already today 3D technology proofs three main conditions for a successful marketing approach; increasing pretensions to the aesthetics of the advertisement, technical perfection in visual quality and simplicity to use and more and more interactivity for the marketing concepts. The marketing industry benefits from the online capability of the 3D technology as addressing of the sales message to mass markets is possible in a cost efficient way.

13. Contact

Please find our product portfolio, demos and test-download of our software at:

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