



hapticmedia
touch reality

**Drive more digital
sales with 3D product
customization and
visualization for
luxury 4.0**

hapticmedia
touch reality

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**EVERY INDUSTRIAL
COMPANY WILL
BECOME A SOFTWARE
COMPANY**

**Jeffrey IMMELT,
General Electric former CEO**

USER EXPERIENCE



64% of people say the customer experience is more important than price in their choice of a brand

Source: Gartner

Omni channel

MARKETING AGILITY

72% of shoppers research items on their smartphones before buying

Source: The Nielsen Company 2016



Unmet market need

CUSTOMIZATION



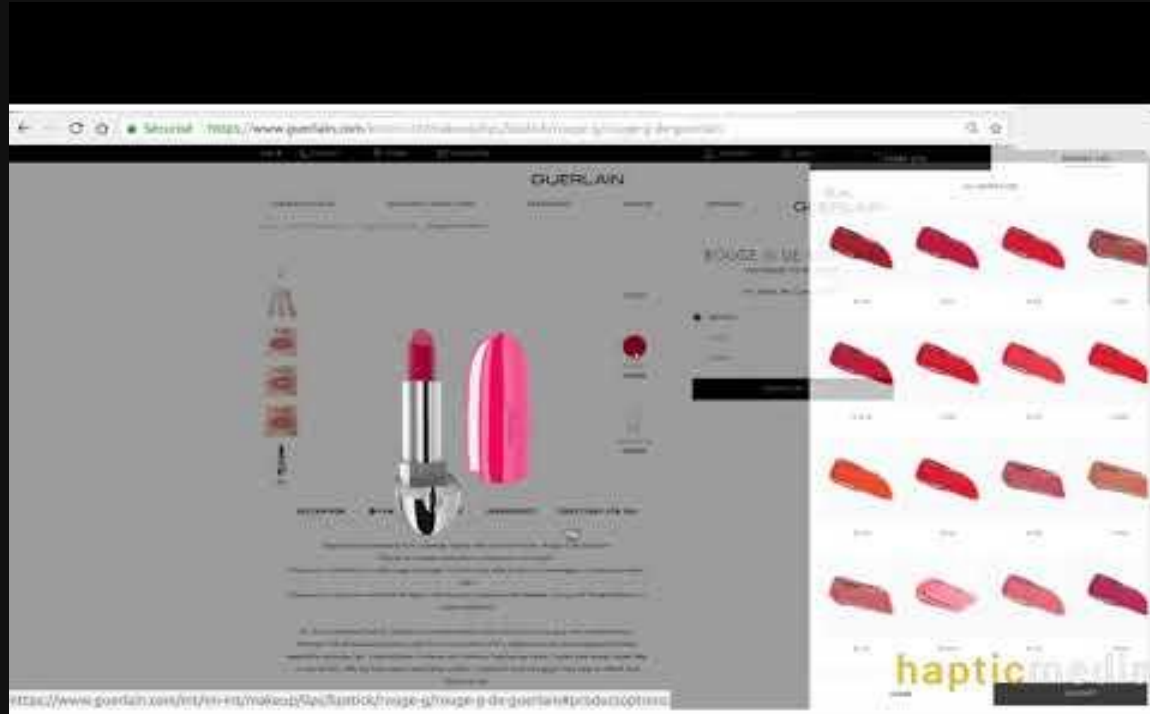
Consumers today want products that are smarter, more customized and available on demand

Source: Forbes Vicki Holt



KENZO - Shoes configurator

video: https://www.youtube.com/watch?v=kt_rvK5RkHc



GUERLAIN - Lipstick configurator

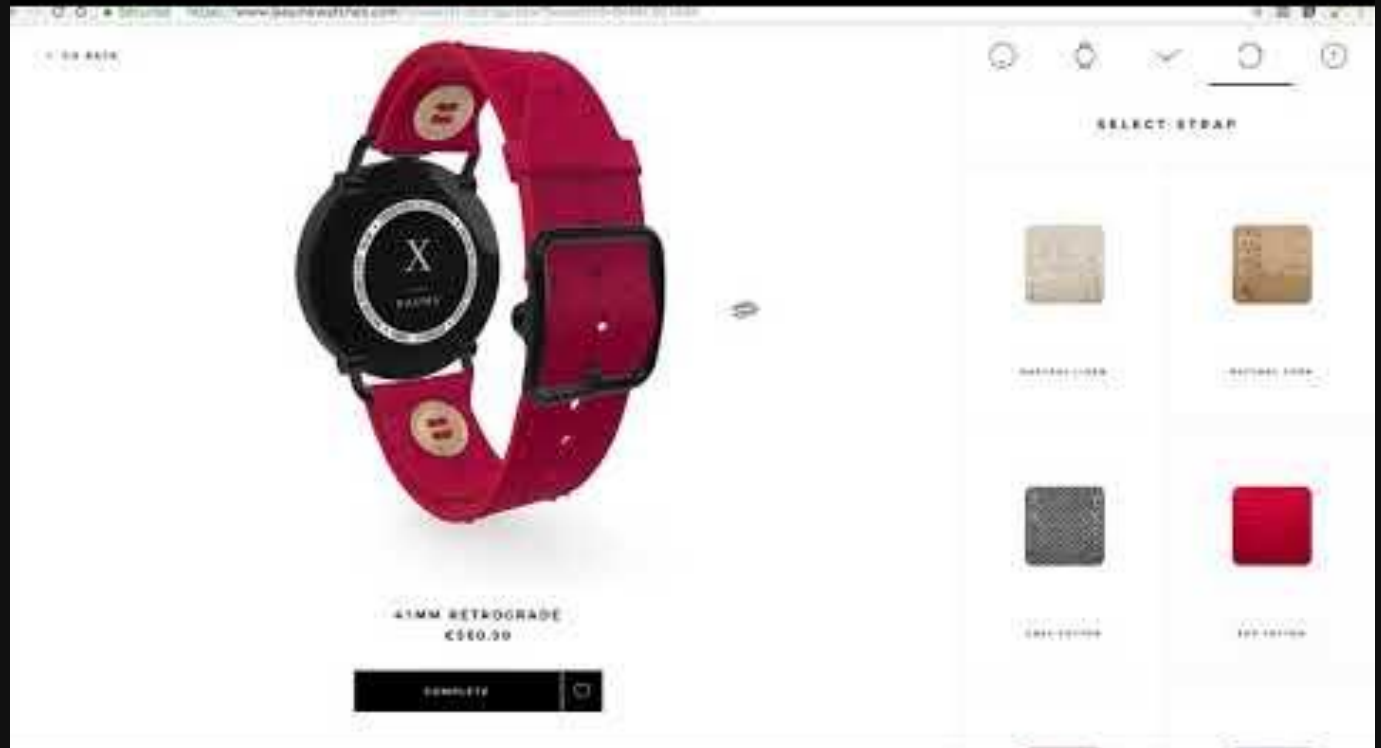
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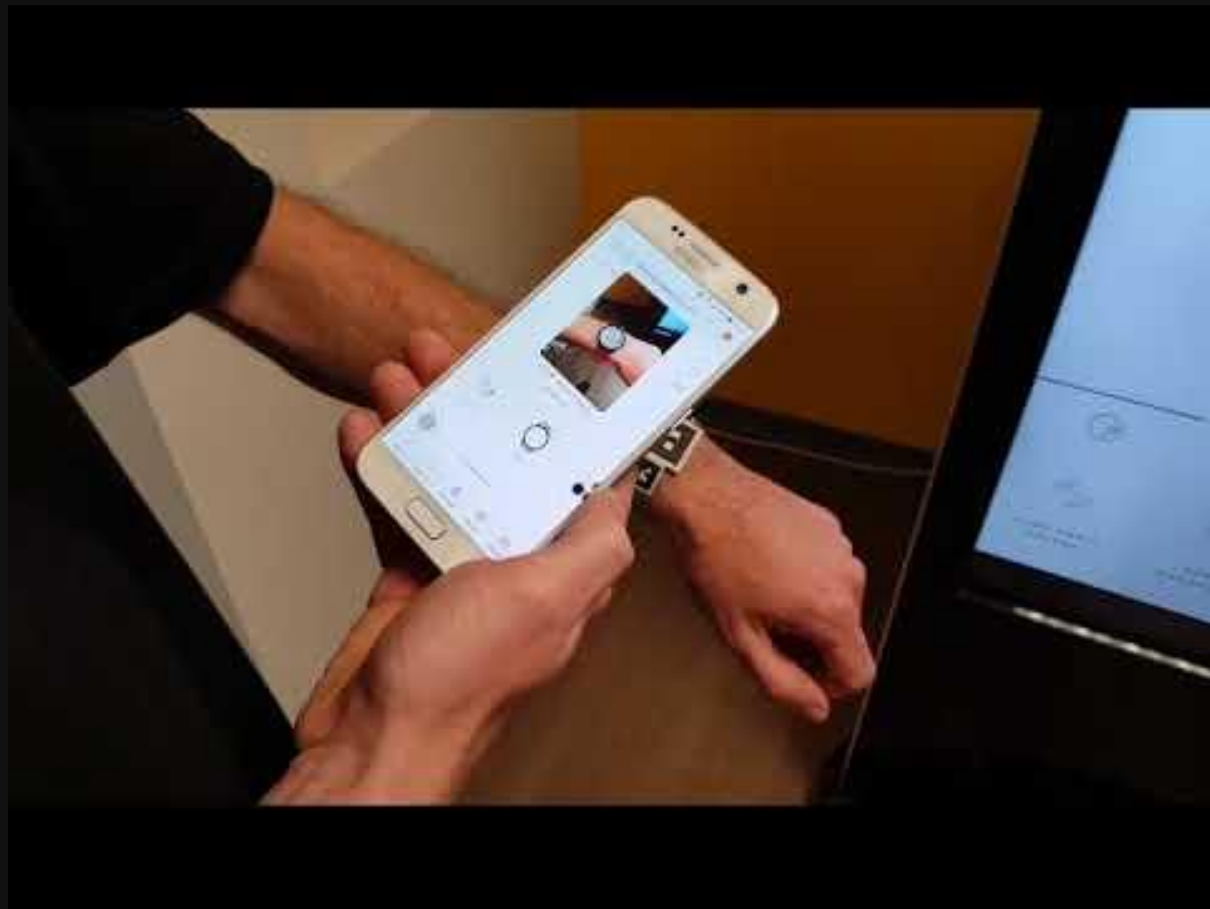


GUERLAIN - Flacon aux Abeilles Configurator

video: <https://www.youtube.com/watch?v=XKvEoQ-s2Fg>



https://www.youtube.com/watch?v=ObPQxy-LuGY&feature=emb_logo





- Group Schmitt (kitchen industry) :
 - Bounce Rate 10 %
 - Average time on the webpage : 12 min
 - lead transformation Rate From 30 % to 50 % since our solution has been implemented.
- Guerlain Rouge G (lipstick).
 - Conversion Rate multiplied by 2.7 on the e-commerce website.

<https://app.apviz.io/baume/james/v2.1.2/>

<https://www.guerlain.com/fr/fr-fr/maquillage/levres/rouges-levres/rouge-g/rouge-g-de-guerlain>

<https://www.guerlain.com/uk/en-uk/p/shalimar-eau-de-parfum-P011355.html>

<https://www.edenly.com/create-engagement.php>

<https://3d.apviz.io/hm/demo-ring/v1.0.1/validation/>

https://hapticmedia.fr/_server/projects/lolo_chatenay/demo.php

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