3D Product & PKG Visualization

3D Use case:

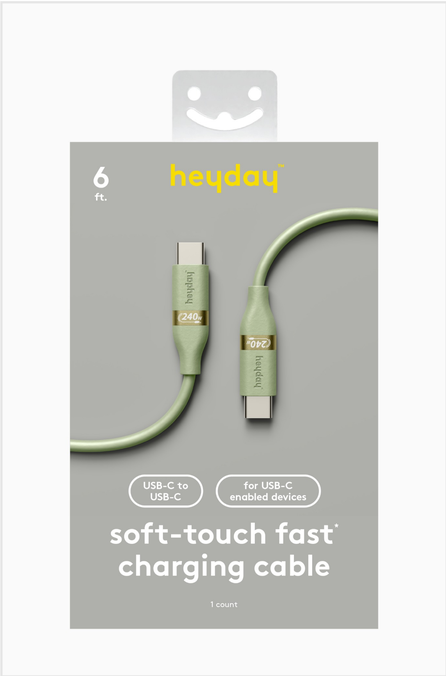
- Product direction & development
- CFT - design direction & assortment decision
- Virtual POG (w/wo PKG) - utilized in BTC over 3yrs.

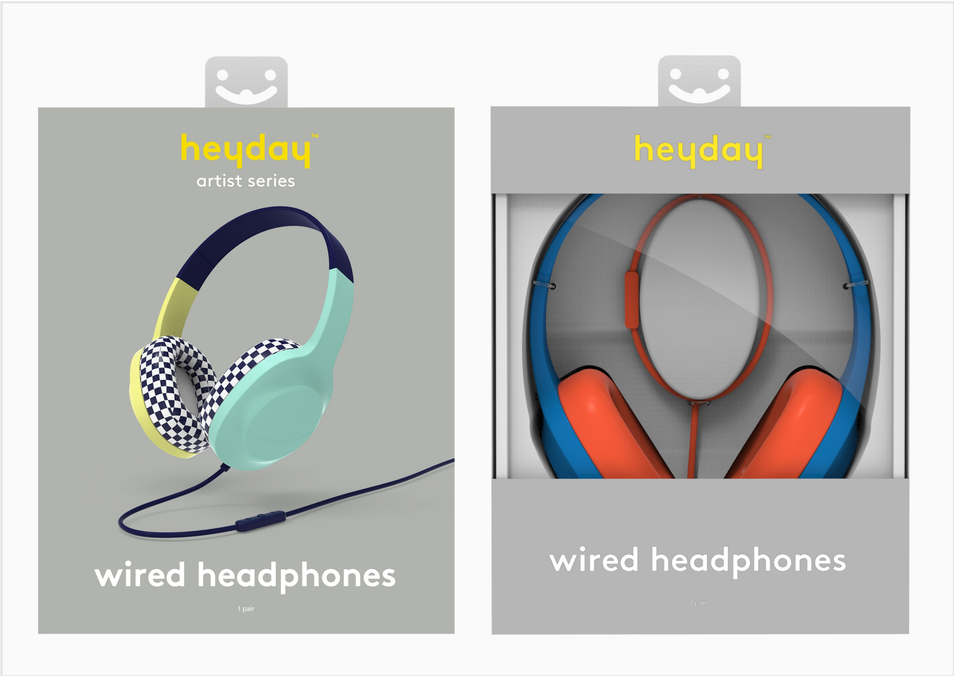
Development time varies: (1 to 3 weeks)

- Product type (soft-good or hard-good) + complexity
- Availability of the 3D CAD file for product from vendor
- Availability of the 3D CAD file for PKG from vendor
- # of products + colorways
- CF vs. new products

Out of scope:

- The 3D Team supports complex product layouts for packaging images, such as coiled charging cables, staging, lighting etc.
- New products require new PKG development, which is managed by the Packaging Team.





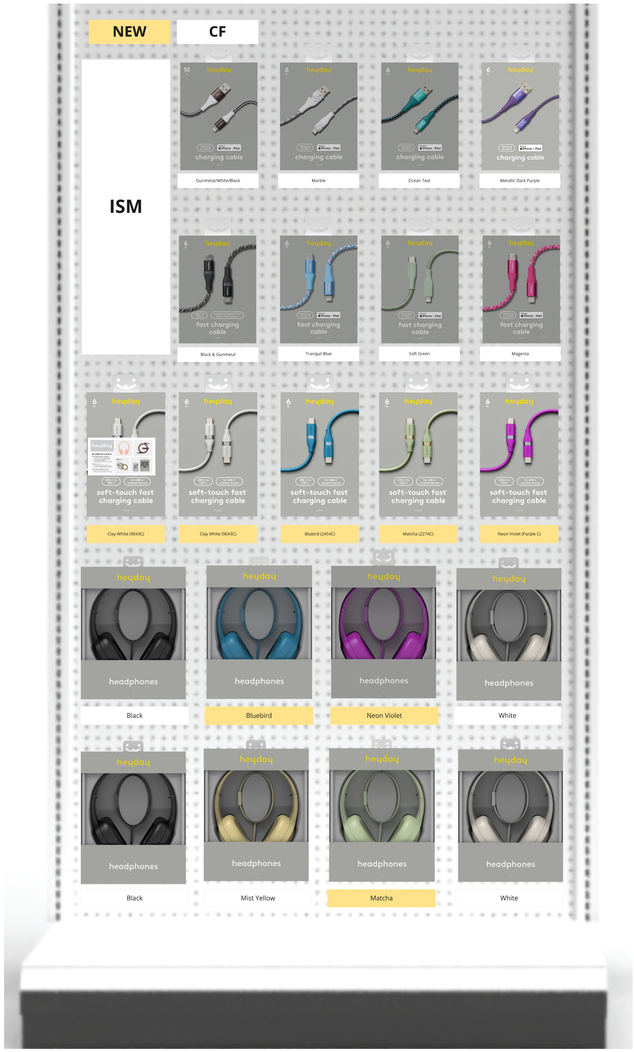
3D Utilization: Product Development & Packaging

3D Asset/Product Development

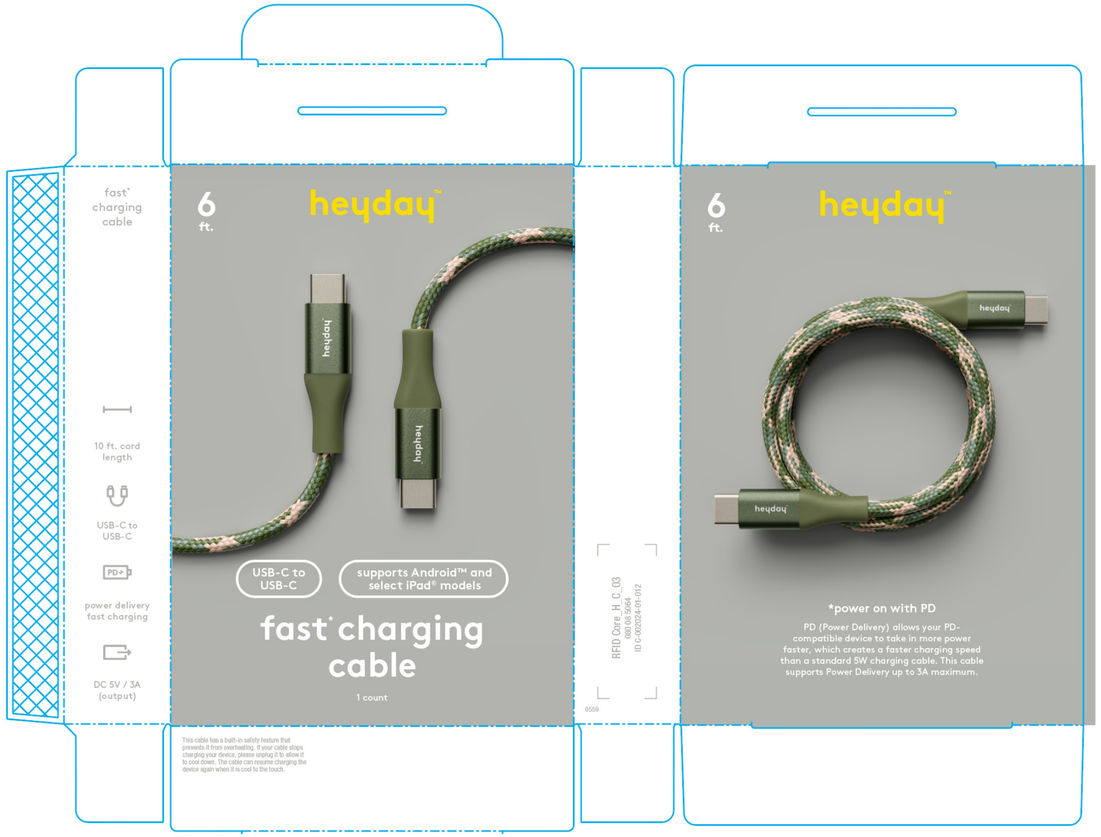
Sample Type: Color 3D Sample

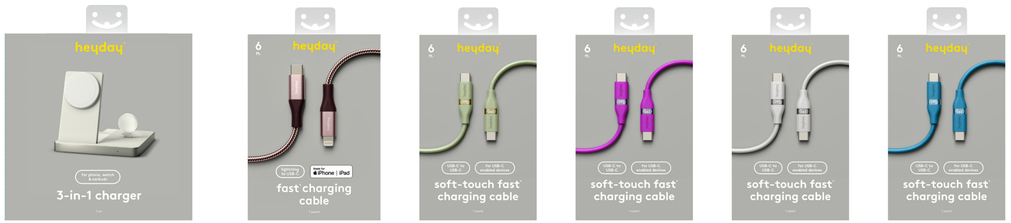
Sample Type: Packaging 3D Sample

Virtual POG: 2024 BTC



3D Packaging Image Development





Complexity Level 1

PRODUCT WITHOUT PKG

The turnaround time can be relatively quick if complete 3D CAD files are available. If 3D CAD files are unavailable or incomplete, a request must be made to a vendor, which typically takes 2 to 5 days to respond.

USE CASE:
- Product Direction
- Design share

REQUIRED ASSETS:
- Complete product + accessories

DEVELOPMENT TIME:
- up to 2 weeks

Complexity Level 2

PRODUCT IN WINDOW PKG

Turnaround time can be relatively short if 3D CAD files are available, including those for products with packaging assets such as the product itself, packaging box, artwork, and packaging information.

However, for many of our key products, 3D CAD files for packaging are not available. In such cases, obtaining the packaging CAD from the vendor, R-Pac, may take up to a week.

USE CASE:
- Design share
- Assortment
- Visual POG

REQUIRED ASSETS:
- Complete product
- PKG + PKG label
- Artwork assets

DEVELOPMENT TIME:
- 1 to 3 weeks

Complexity Level 3

PRODUCT ON BACKER CARD PKG

Turnaround time can be relatively quick if 3D CAD files are available, including those for product and packaging assets such as the product, packaging box, artwork, and packaging information.

However, for many of our key products, 3D CAD files for packaging are not available. In these cases, obtaining the packaging CAD from the vendor, R-Pac, may take up to a week.

USE CASE:
- Design share
- Assortment
- Visual POG

REQUIRED ASSETS:
- Complete product
- PKG + PKG label
- Artwork assets

DEVELOPMENT TIME:
- 1 to 3 weeks

Complexity Level 4

PRODUCT IN CLOSED PKG

Turnaround time can be extended due to the variety of assets involved, such as generating 3D CAD files for the product, creating 3D renderings, and applying these to the packaging.

Many of our key products lack complete assets. The vendor may take up to a week to provide the 3D CAD files, the 3D Team may need a week to produce the renderings, and the Product Development (PD) team may require several additional days to assemble all the assets. Development time for new products may be even longer.

USE CASE:
- Design share
- Assortment
- Visual POG

REQUIRED ASSETS:
- Complete product
- 3D rendering (may need 3D Team)
- PKG + PKG label
- Artwork assets

DEVELOPMENT TIME:
- 2 to 3 weeks

Complexity Level 5

SOFT-GOOD PRODUCT W/ HANG TAG

Turnaround time can be longer depending on the product type, particularly for soft goods with packaging assets such as fabric-based products, hang-tags, artwork, and packaging information.

For many key products, complete assets are not available. The vendor may take one to two weeks to provide the 3D CAD files for soft goods.

USE CASE:
- Design share
- Assortment
- Visual POG

REQUIRED ASSETS:
- Complete product
- PKG + PKG label
- Artwork assets

DEVELOPMENT TIME:
- 2 to 3 weeks

Fidelity Level 1

A low fidelity quick mock-up of how product assortment might look on the given fixture to convey product layout.

Pros:
- Mock-up under 1 day
- Editable live
- Collaborative

Cons:
- Very low fidelity
- Lack of colors
- Not 1:1 scale

Ideal for the initial stages of Line Plan strategy, including decisions on which product items & a number of color ways to develop.

Fidelity Level 2

A mid level fidelity mock-up to show how product assortment would look to convey product layout.

Pros:
- Editable live
- Collaborative
- 1:1 scale for accuracy

Cons:
- Takes up to 2 weeks
- Requires multiple tools
- Lacks realistic shadows

Ideal for the early stages of color assortment strategy, such as determining the optimal number of colors and products that can fit on the designated fixture.

Fidelity Level 3

A high level of fidelity mock-up to show how product assortment may look on display in stores.

Pros:
- Realistic view
- 1:1 scale for accuratcy

Cons:
- Takes up to 4 weeks
- Requires multiple tools
- Not editable
- Lacks collaboration

Ideal for the final stage of product assortment strategy and share out, such as Lock-Gate and presenting to leadership.