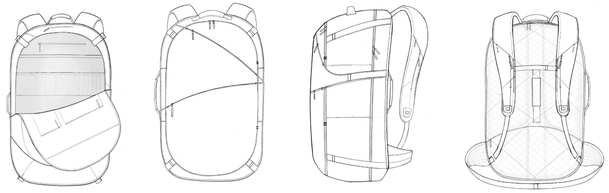
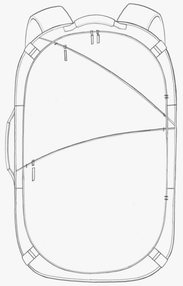
GenAI Utilization Highlights

- **Implemented GenAI tools into workflow to accelerate early design exploration:** ChatGPT, Vizcom, Adobe Firefly, NewArc, etc.
- **Rapid color exploration in minutes** - hi-res images in colors, materials & finishes
- **Early color direction alignment from CFT**
- **More clear & intentional design direction** to vendors for clear sampling direction
- Reduced reliance on physical samples for CFT partners



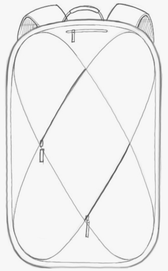
NewArc.ai (sketch to image)

PathFinder



PROMPT:
Sleek and minimalist hiking backpack, ergonomic frame, water-resistant fabric, hidden pockets, and a built-in rain cover; designed for all-weather hikes, white background.

Adam



PROMPT:
soft lighting lit up the space, soft shadows, side lighting on both sides, very light gray scale rendering of a sleek and minimalist light gray hiking backpack, ergonomic frame, water-resistant fabric, light gray shoulder straps, hidden pockets, and off-white color; designed for all-weather hikes, white-background.

Vizcom.ai (sketch/3D to image)

1. INPUT (3D CAD OR SKETCHES)

2. PROMPTS TO GENERATE IMAGES

headphones, leather brown, audio headphones, with white metallic gold.

headphones, deep dark midnight blue
plastic with deep charcoal PU material for earpad and headband cushion.

3. FINAL TOUCH UP