



The solution uses 3D-printed furniture and appliance model components, which are “tagged” using Capgemini-developed technology, a modeler console and an HD TV. After customer preferences are selected, the customer’s kitchen design is 3D rendered on screen, complete with accurate door and window positioning. Then, when component models are placed on the console surface, the Capgemini technology recognizes their associated tags and creates a 3D rendering of those units. Kitchen layouts are then created and visualized thanks to the integrated Intel® RealSense™ camera, which tracks the position and orientation of each physical model as it moves on the table allowing the software to update the display in real time.

The 3D Modeler is compatible with Oculus Rift virtual reality technology, so customers can immerse themselves inside their dream kitchen.

Integrating with the retailer’s product portfolio database, the system brings kitchen designs to life by accurately recreating unit shapes, sizes, colors and finish. Furthermore, tablets connected to the solution allow sales associates to provide more detail or additional information and advice on related, comparable or alternative offerings, designs, colors and textures.

An immersive customer experience

With its latest Smart Digital Store investment in the 3D Modeler, the retailer has once again raised the bar with an immersive and inspirational customer experience – one that is highly differentiated from the competition.

At a time when customer expectations are largely shaped by the online digital experience, creating a physical store environment where they can compare products and visualize larger products has enabled the company to accelerate its sales cycle.

By creating and recreating kitchen layouts in seconds, customers can bring their vision to life and quickly build the confidence it takes to make a buying decision. The solution has been a huge success. At the time of launch the company also benefited from additional media attention due to the uniqueness of the solution, and demonstrated to the market the seriousness of its ambitions in this space.

Its Smart Digital Store strategy continues to grow and evolve with investments that create a winning, differentiated customer experience. This European retailer is considering expanding its database of 3D Modeler inventory to include its full portfolio of larger products, as well as adding the solution to up to 50 stores.

The Smart Digital Store is always evolving

The Smart Digital Store is an integrated framework of guiding principles, methodologies, assessments, reference architectures and ready-made solutions that can be used to shape, accelerate, and sustain a retailer’s store transformation journey.

The 3D Modeler solution and associated technology, created by Capgemini and Intel at the Capgemini Global Retail Applied Innovation Exchange (AIE) in Lille, France, can be applied to designing any space, from homes to commercial operations. Be on the lookout for future Smart Digital Store solutions used by retailers in this new world of innovative space planning.

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients’ opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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Interested to learn more?

Contact:

Genevieve Chamard

Smart Digital Store Enablement Lead
North America, Capgemini
genevieve.chamard@capgemini.com

Revathy Rajendran

Smart Digital Store Enablement Lead,
EMEA/APAC, Capgemini
revathy.rajendran@capgemini.com

or visit our website at:

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the-smart-digital-store](http://www.capgemini.com/service/the-smart-digital-store)