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# Inside Reality: Your Digital Showroom in the Web

We let your clients experience your products in emotionally powerful ways: in 3D, larger than life, interactive, without need for VR glasses, everywhere, anytime, personalized, shareable and easy to integrate into your existing IT landscape.

## Is VR a Game Changer for Commerce?

The Internet endows consumers with ever increasing power regarding buying decisions. Complex purchases may still require a store or showroom visit to experience the product of interest. But the actual purchase is likely pursued at the best price on the Internet.

Contrast the consumers flexibility with the considerable cost-of-sales you must bear even if at the end the product is not purchased from you. To offer your prospects an emotionally engaging product experience, the product itself first needs first to be produced and exhibited. Exhibition floors, however, cost rent and are limited in surface. Configurations of interest are rarely all available.

Ever since Virtual Reality (VR) gained in significance over the past few years, it's tempting to see VR as a potential solution to these retail challenges. Consumers can experience products in 3D just about anywhere, without any significant physical space requirements, and try many possible configurations in the process. If you ever tried VR yourself, you will quickly come to three conclusions: 1) immersion provides a truly strong emotional response to a product, 2) technical utilities like VR goggles tend to interfere with the human dialog and 3) VR technology is difficult to integrate into the transactional enterprise IT.

**« Inside Reality lets clients experience your products in an interactive way, without the space and budget constraints of a real showroom. »**

Clemens Bussinger  
CEO, One Inside

## Our approach: Enterprise Web-VR

Inside Reality is a completely Web-based platform for interactive visualization of 3D product information. With respect to immersion, One Inside has chosen a different approach compared to the classic game development platforms: it does not rely on 3D goggles to create an emotional response to the product. Instead, Inside Reality works with any available display. Interactive and immersive 3D visualization becomes a group experience, which is not interfered by potentially inconvenient devices.

Instead of using proprietary software, One Inside exclusively uses open Web standards. 3D representations of products are embedded into Web pages just like existing content, such as text, images or video clips. They are in fact processed like regular Web assets.

Your existing IT infrastructure can therefore be completely reused, starting with the management of 3D content via existing Web Content Management (CMS) solutions, up to the direct integration of Web Analytics, e-Commerce tools, as well as CRM, POS and PIM platforms.

With this unique approach, Inside Reality lays the foundation for a centrally managed, personalized 3D product experience for B2B and B2C, regardless if your partners or customers visit your physical store premises or if they enjoy your products at home or on the road.

Inside Reality sets a new standard for Web-based 3D visualization by offering high-end interactive capabilities. Products can be displayed in a variety of configurations and material choices, making it easy for your prospects to identify exactly what they want, void of misunderstandings. Your product can be examined using different lighting scenarios (e.g. day or night). At the same time, it can be embedded in different style contexts (e.g. classic, modern, simple or luxurious).

Once your prospects narrow down their product choice, they can automatically share their experience as a 360° panorama on social networks. This completes the full circle of Digital Selling: the formerly physical product experience is digitally transformed in to a continuously shared digital experience, which brings the presence of your products to your prospects, their families and friends.

An additional advantage of our Web-based approach is the rapid expansion of devices that can display high-end 3D content. Today, more than 3 billion devices already support the standards used by Inside Reality. That means over time the presence of your products can be transported to laptops, tablets, smartphones and home cinemas. This opens completely new avenues for the retail industry, by embracing the full potential of the combination between VR and the Internet.

**Inside Reality transforms your physical product experience into an interactive 3D Digital Showroom visit, which your customers can share with their social network. There's no need for VR glasses. By exclusively using modern Web technology, interactive 3D visualization can be centrally managed and integrated with Digital Marketing tools as well as existing CMS, CRM, PIM, POS or e-Commerce software.**

## Inside Reality Product Components:

### 3D Viewer & Configurator Web App

The 3D viewer and configurator Web app lets you visualize and interact with product specific scenarios. Sales representatives can present your entire product lineup embedded in an attractive context, while your clients have the possibility to choose between a variety of configurations and materials.

### Remote Control via Mobile Web App

To create a highly immersive experience, all user interface components of the Digital Showroom can be transferred to a mobile device, e.g. a smartphone or a tablet. Neither your sales representatives nor your customers need special 3D tools to be able to interact with your 3D product worlds.

### Integration with Social Networks

As soon as your client has identified his or her ideal configuration, right there and then from within the 3D Viewer and Configurator Web app, a full 360° panorama can be created without effort, which can then automatically be posted on the Facebook timeline, to be shared with friends and family.

### Integration with your existing IT

Finally, from the perspective of the Inside Reality platform, everything is simply content on a normal Web page. This makes the integration with your existing software landscape almost trivial. There are no limits to the possibilities. Content will in fact be managed in ways like your existing home page.

**« Inside Reality is based on Web standards. Interactive 3D product displays can be easily integrated with Digital Marketing tools and existing IT landscapes. »**

Chris Henn  
CTO, One Inside

### About One Inside

One Inside is the specialist for Enterprise Content. We focus on Web Content Management, Hybrid Mobile Apps and Web-based interactive 3D visualization. With our award-winning, industry-leading expert know-how and our relentless focus on high quality delivery, we help our clients tap into growth opportunities by reimagining their digital customer experience and by leading the successful implementation and rollout of sales and marketing tools for the networked economy. Among our clients are Adobe, Audi, CSS Insurance, Daimler, Deutsche Bank, Franke, Lufthansa, Sparkasse, Swiss Federal Railways, Swisscom, the Swiss Government and Zurich Cantonal Bank. One Inside operates out of Switzerland, with subsidiaries in Germany and Macedonia.