



**3DEXPERIENCE**

# VISUAL POS CONFIGURATOR

HIGH-IMPACT 3D PRODUCT EXPERIENCES  
AT POINT-OF-SALE



## PROVIDING AN ENGAGING BRAND AND PRODUCT EXPERIENCE FOR IN-STORE CUSTOMERS

Successful dealers and retail operations are facing increasing operational challenges such as increasing shop floor costs, faster collection turnarounds, and expensive sample logistics. They also need to meet the growing expectations of in-store shoppers who are used to finding what they want instantly online.

Visual POS Configurator delivers interactive product promotion at dealerships or in retail stores. Consumers can experience the entire product range in all variants with an incredible level of detail, interactivity, and realism. In-store shoppers can configure their dream products in high-end 3D and in real-time – delivering a seamless brand and product experience that helps keep shoppers coming back for more.

## A versatile system designed for customers and sales

Point-of-Sale (POS) configurators have established themselves as an invaluable tool in supporting the in-store buying experience for vehicle dealerships, retail stores, and consumers. The power of Visual POS Configurator lies in its versatility. For dealers and retailers, it enables brands to showcase their entire product range digitally across flagship and mainstream showrooms and in retail spaces without carrying expansive inventory. At the same time, it lets consumers explore and customize products in their own time without overt sales pressure.

## Delivering a unique product experience

Visual POS Configurator uses high-end, real-time renderings of virtual 3D models to display product visualizations in stunning realism. A strong emotional connection is created with the consumer by using different: scene environments, lighting conditions, and effects. A content rich environment lets shoppers interact with movies and animated content. Immersive experiences are also available. Consumers can use head-mounted displays to experience products in Virtual Reality (VR) settings. Gamification lets customers engage with product content in fun and interesting ways. Connecting iGuide and iBeacon technology delivers customized content to personal mobile devices enhancing the buying experience – the possibilities are being constantly extended. Because complete product visualization is created in real-time, presentations can be scaled up to 4K resolution and be presented using stereoscopic display technology.

## Personalized content customers can share

High-end purchases of products like vehicles are rarely impulsive or a solo endeavor. Customers engage in an intensive product information review, and acceptance and approval from key influencers is important. Using Visual POS Configurator personalized content can be created, exported, and accessed at different retail touch points. Material that can be customized includes: configuration summaries, product configurations shown in films or images, and individualized brochures.

Connecting to the Visual Content2Go solution extends product personalization and sharing even further. Customers can place their product in any scene of their choosing, and share content digitally on social media. The Visual POS Configurator can be extended with an application that allows consumers to use their own mobile devices to configure products.

## Accelerate sales

Visual POS Configurator is a powerful visual tool that lets sales staff showcase product options and detailed specifications, accelerating and enhancing the ordering process. Visual POS Configurator achieves instant consumer buy-in for higher conversion rates and reduces cycle time by decreasing the time to close an in-store sale.

## An IT framework designed for business operations

The Visual POS Configurator is steered by 3DEXCITE Product Stage – a solution on which highly efficient interactive visual presentation applications can be built. For configuring products, 3DEXCITE Product Stage exposes a standardized web socket interface that allows organizations to connect existing configurators, rule engines, and pricing engines. A central database ensures consistent product information in the Visual POS Configurator system, and drastically decreases the complexity of sustaining a coherent and solid offering across markets.

## A wealth of configurator knowledge at your disposal

POS systems created with Visual POS Configurator are based on a dynamic IT framework that can be easily updated and seamlessly integrated with other 3DEXCITE solutions. A wide range of consulting services are available. All managed services are provided to help ensure the smooth operation of your POS system – delivering a memorable brand and product experience while increasing sales.

## Benefits

- Enables brands to showcase entire product ranges digitally, despite limited shelf space
- Higher margins through higher price acceptance for personalized items
- Increases footfall by engaging customers in a secondary in-store digital sales channel
- Functions as a valuable sales aid, assisting sales staff with customers engaged in high-involvement purchase decisions
- Enables a 360° product experience aligned with brand values through interactive, individual, product configurations, and supporting assets such as videos
- Expands brand and product awareness through social media content sharing

## Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

