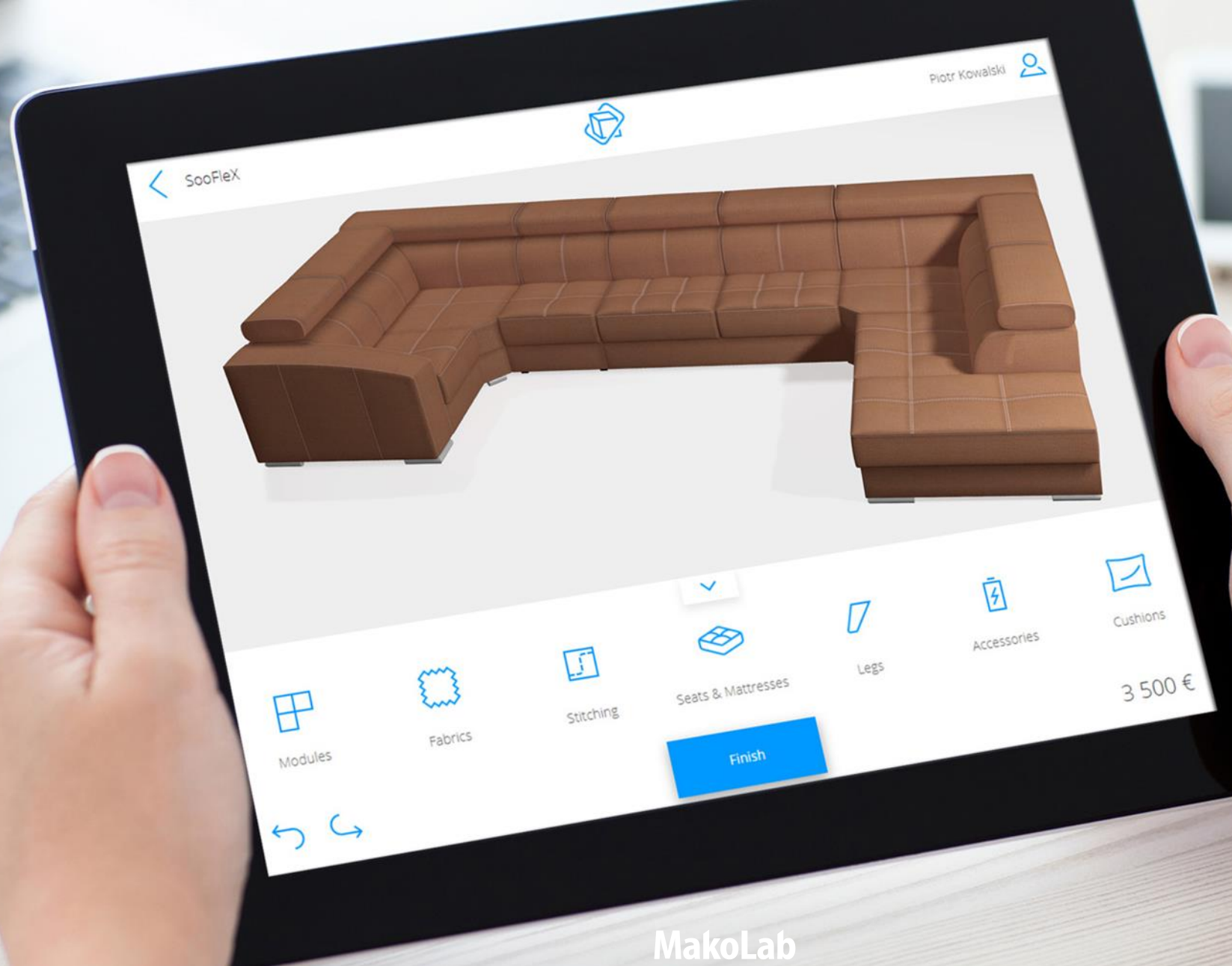


A light blue tufted leather sofa with a classic design, featuring deep button tufting on the backrest and seat cushions. The sofa is shown from a side-on perspective, highlighting its plush texture and structured form.

Furniture configurator app for Groupe Poldem

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Client

Groupe Poldem is the leading producer of upholstered furniture operating on the Polish market. The company has also been conducting large-scale export sales to Western Europe and Scandinavia.

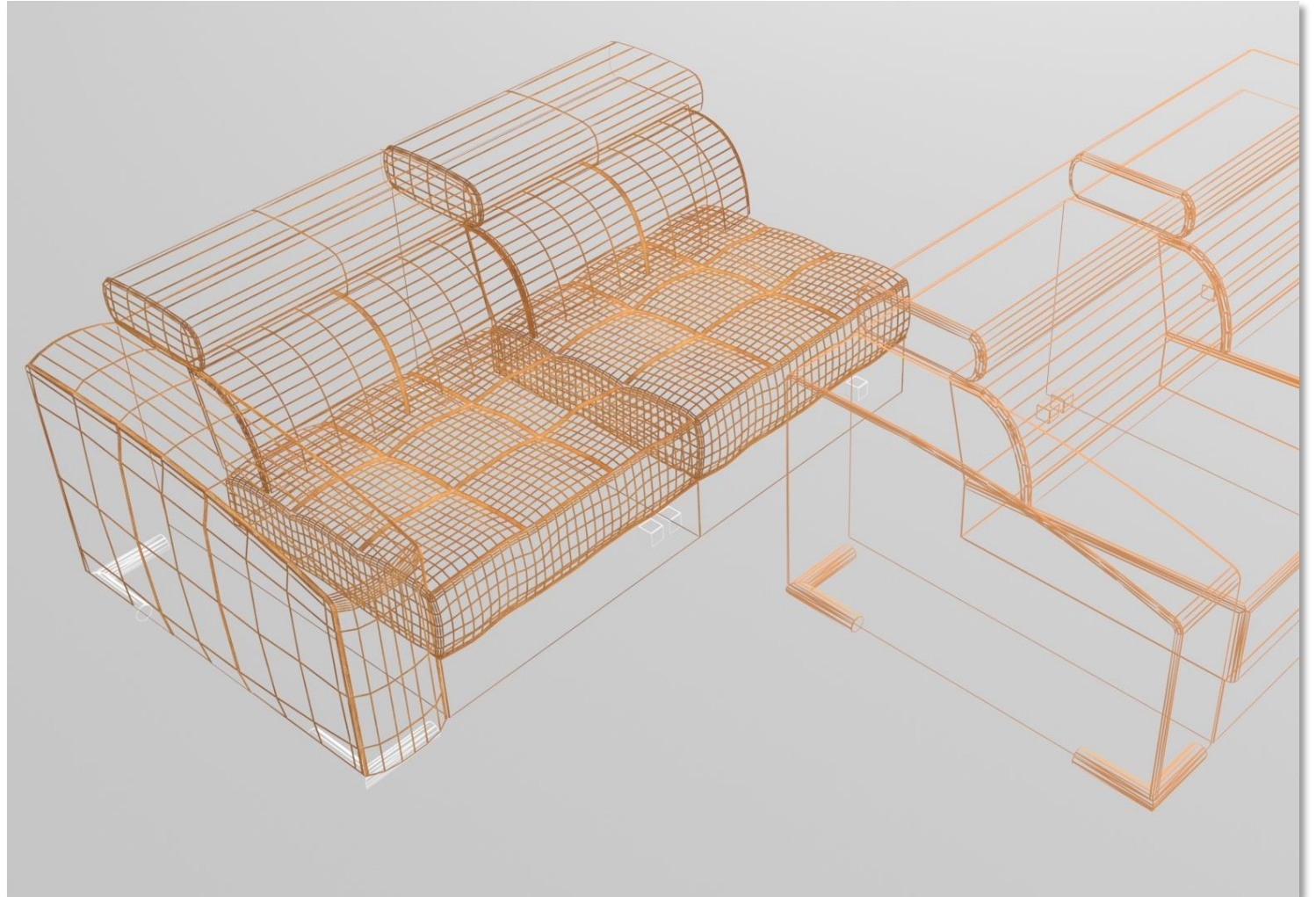
The producer offers a wide range of living room furniture of outstanding quality, unique design, and a superb grandeur and precision in every detail.

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Goal

The client required assistance in supporting their distribution chains and enhancing their sales by equipping them with an app for the realistic presentation of each furniture model that the company offers.



Solution

The 3D furniture configurator delivers a realistic presentation of the furniture models variants in various colours, upholstery, etc., thus being a useful tool in arranging apartment and office spaces.

The application is based on the Unity engine and operates on tablets and touchscreen TVs.

It applies AR (Augmented Reality) and will also employ VR technologies in the future.



Assets

- Mobile devices - technological support for salespeople selling using their mobile devices
- Real-time furniture configuration performed together with the customer
- Configuration of all additional parameters such as fabric, stitching, colour or accessories
- Placing orders directly through the distributor's system
- The AR mode makes it possible to visualise the designed furniture in any space

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