



Scene7 Render Server

Ideal Server Solution for Product Configurator Applications

From monogrammed gifts to custom-designed kitchens to personalized stationary, the more customized the product or offering, the more difficult and costly it is to realistically present. Scene7's one-of-a-kind Render Server empowers users to visualize custom-design items by dynamically applying product options and accessories such as trim, borders, fabrics, textures, colors, fonts or logos – all with photo-perfect results. Using a single product photo or scene, Scene7 automatically creates infinite variations from individual selections. Scene7 clients have slashed sales cycles and engaged customers in an entirely new way using the power of digital media and visualization. With Scene7's Render Server, you can design your own Product Configurator solution to let customers see what they're getting.

No other image server can dynamically combine photo-realistic images on demand, as if new photography was taken. Scene7's Render Server shows you and your customers personal product choices in all combinations—accurately and in real time. Render Server gives you the following business benefits:

Proven to drive conversion rates & shorten sales cycle

- Increase sales up to 40%, allowing customers to view personal product choices
- Shorten sales cycle by up to 75%
- Reduce returns, providing custom visuals

Lower sampling, photography and production costs

- Reduce costs up to 50% by dynamically generating “virtual samples”
- Reduce sales channel sampling costs up to 20%
- Repurpose existing high-quality, lifestyle photography
- Improve product design process, time to market

Leverage across all selling channels

- Deploy on e-commerce sites, channel extranets, in-store kiosks, direct selling tools, intranets, print, email
- Improve B2B and B2C selling process

Take a tip from these Scene7 customers—industry leaders who have built multi-channel applications using Scene7 Render Server: Behr Paint, Smith & Noble, Springs Window Fashions LP, Sears Canada, La-Z-boy, Polo Ralph Lauren, Mannington Flooring, and many more.

Behr Paint

ColorSmart by Behr is deployed in all US/Canada The Home Depot stores, and on www.Behr.com. Behr Paint uses an innovative in-store kiosk and website application to help Home Depot customers coordinate and select paint colors for purchase. Scene7's technology significantly reduces the sales cycle and support costs for selling paints in Home Depot stores.



Dynamically apply any material, logo or graphic to any image—photo realistically

Increase conversion rates, allowing customers to view personal product choices

Reduce unnecessary photography related to multiple product options



Polo Ralph Lauren avoids 80% photography costs

“Scene7 offers exceptional visualization technology for our ColorSmart by BEHR™ system. Our goal with The Home Depot is to help improve the overall in-store buying experience for consumers, thus making the paint selection process easier and faster by enabling them to make confident color selections for their home decorating projects”

— Mary Rice, Vice President Marketing, BEHR Paints.

Smith & Noble

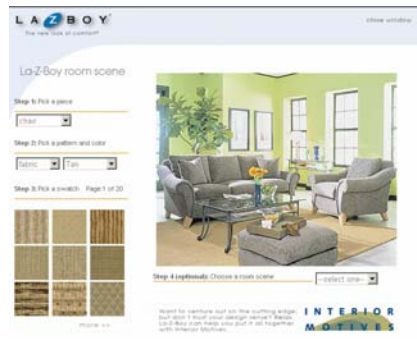
Smith & Noble provides a custom window treatment designer for its customers, tying directly to its pricing database to give customers an exact price. Customers can visually choose from a large variety of window treatment types (blinds, shades, panels, wovens, fabrics) and hundreds of options (materials, valances, trim), including wall and trim paint colors.



Custom window treatment designer for Smith + Noble [DEMO >](#)

La-Z-Boy

A comprehensive Design Center provides La-Z-Boy customers and dealers with photo-quality furniture renderings. La-Z-Boy plans to use this tool to grow its dealer sales and strengthen customer loyalty and product-brand awareness in consumers and dealers.



Cintas

The Cintas application can custom-configure digital uniform samples for key account presentations, rendering account logos, styles, and colors dynamically. Scene7's platform



generates personalized mini-catalogs, promotions, and brochures, significantly reducing photography costs. Using templates, Cintas can show product images with client logos and monogramming on shirts, pants, hats, coffee mugs, pens, etc.

Spring Window Fashions LP

A Virtual Window Treatment Decorator (available online and in store kiosks) allows consumers and retailers to design and visualize the Graber and Bali product lines in interactive room scenes, driving sales while helping customers better research their custom choices. Blinds and other window treatments are dynamically "layered" into a window scene.



*Initially, Cintas anticipates a number of benefits – **reduced cost and time for sample garments (10%-20% savings) and preparation of client presentations, increased interactivity during sales engagements, reduced photography costs using computer-generated images for extranets and custom printed materials, increased sales by exposing entire line, with all options, and reduced maintenance costs for their online product line guide.***

– Dan Casey, Webmaster, Cintas

Applications:

- Logo layering
- Monogramming & engraving
- Dynamic color & texture swatching
- Interior room design
- Virtual samples
- Window treatment design
- Exterior finishes
- Custom print materials

“The feedback on our Virtual Decorator has been extremely positive from consumers and designers and decorators alike.”

— George Egon, VP Brand Marketing, Springs Window Fashions

How it Works

Scene7 Render Server uses URL commands to dynamically render images in real time. You "author" an image using Scene7's Image Authoring, a workstation-based software tool. The authored image is called a "vignette." A simple URL call layers text, graphics, and/or other images onto the vignette dynamically. The result is photo-realistic. The Render Server uses a simple "black box" implementation and comes with local caching to optimize content delivery, superior performance, and scalability.

Key Features

Scene7 Render Server features include:

- **Superior results** incorporating accurate shadowing, lighting, reflections, sharpening
- **Real-time texture rendering** of any digital material, surface, or finish onto any prepared Scene7 authored vignette
- **Layer or contour** any image, graphic, logo, or text dynamically onto any Scene7 authored vignette
- **Color Management** support for ICC profiles to insure accurate color renderings
- **Dynamically serves vignettes** prepared using Scene7 Image Authoring
- **Performance optimized** with local caching
- **Dynamic rendering and zoom** less than a second
- **Works with any CDN**
- **No plug-ins or downloads required**

Deployment Options

Scene7 offers complete deployment flexibility – the platform is available both as 'on-demand' and licensed software, with a full spectrum of supporting professional services, to meet your evolving needs as your business grows.

Supported Platforms

Scene7's Infinite Imaging Platform supports all major operating systems, databases, and hardware, and is JSP-based, J2EE compliant, and programmed for localization in any language. For details, visit Scene7's website:

http://www.scene7.com/solutions/system_requirements/index.asp

About Scene7

Scene7 - the market leader in automated rich media solutions for the web, email and print - enables companies to grow revenues, enhance customer experience and cut production costs. Scene7's solutions are built on an integrated technology platform - for unrivaled breadth, depth, scalability and ease of use. Solutions include Targeted email & print, Dynamic Imaging, eCatalogs, Product Configurators and Dynamic Asset Management. Available both as software and On-Demand, leading companies have selected Scene7, including Amazon, Macy's, Office Depot, Levi Strauss & Co., La-Z-Boy and QVC - and partners IBM, Microsoft, Akamai and Macromedia. Visit <http://www.scene7.com>.

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Contact us:

www.Scene7.com
415.506.6000
sales@Scene7.com