

Digital is now!

Experience Virtual Reality live in the Digital Showroom (VR)

Advantages

- » Intensive experience factor in product presentations
- » Coordination in direct contact – even with many participants
- » Save travel costs and time
- » Consistent digitization
- » Digitize processes
- » Real experiences in the digital world

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Discover business models in the virtual room

Virtual Reality has a lot to offer – especially in an industry in which actually experiencing the products plays an important role. What still takes weeks or months today can happen immediately in a virtual meeting. Manufacturers, their dealers and suppliers can meet in the Digital Showroom (VR),

review variants, make live alterations, create products and order directly. This shows that virtual reality not only complements existing analog processes, it can even surpass them and create advantages that have not been possible up to now.

The Example - the Digital Showroom

A moderator conducts the VR meeting in the Digital Showroom. Four participants (more or less are also possible) wear VR glasses. The participants' locations are unimportant. They all come together in the VR room where they see a virtual model. The moderator presents the collection and triggers the changing of the outfits. The light changes. The clothing is photorealistically simulated with Vidya, the lighting effect is real. Just like in a face-to-face meeting, questions are asked, alterations are suggested and documented, variants are shown and orders are accepted. The moderator stresses special aspects of the models using a laser pointer. He marks alterations directly on the virtual garment, visible to all. Participants can get very close to the model or walk around it. It's digital but it's real.



The technology

- » VR collection based on Vidya
- » VR glasses HTC Vive for complete VR environments
- » VR room with multi-user environment on the ZREALITY platform



“Virtual reality makes the apparel industry a winner in digitization. It requires data continuity, system integration and 3D simulation with realistic data. Assyst customers have a decisive competitive edge here and can profitably use the new technologies much faster.”

Dr. Andreas Seidl, CEO, Human Solutions Group

The new possibilities for apparel manufacturers

Virtual reality is one of the great opportunities of digital transformation. Garment companies can now discover them step-by-step, integrate them into their daily lives and gain

experience. That's what the Digital Showroom offers. Apparel companies can redesign VR's capabilities and shape the Digital Showroom to meet their own requirements.



A company's own showroom can be reproduced in VR to present the sample collection, for instance. The presentation can also be moved to an ideal location for the collection world – together with the trade partners – in the virtual world. Wear recommendations, accessoires, combination possibilities – they can all be reproduced.



Even more possibilities arise if we consider the coordination of models within the context of collection planning. Depending on where product development is carried out, manufacturers, agencies and suppliers can see the desired product on the realistic body of their model before ordering takes place – and alterations can be discussed and documented. Negative surprises just don't happen in the real sample fitting.

These are only two possible scenarios, there are of course more. All the examples and approaches have one thing in common here, however: they can do the job without real samples, logistics and process interruptions. They also save

time and costs in the long term and help to improve product quality. They simplify collaboration and communication because they correspond to our intuitive behavior.



"ZREALITY and Assyst enable viable business models for the apparel industry through VR. We make VR 'business-ready.' Assyst is exactly the right partner for us, because the system landscape offers an optimal data and integration foundation with CAD, PLM and Vidya."
Kai S. Utzinger, Partner & CSO of the ZREALITY GmbH; a company of the Digital Devotion Group

VR know-how for fashion

3 test labs for your
VR pilot projects

Digital Showrooms
near you
» Milan
» Kaiserslautern
» Munich

What makes VR so special?

Virtual reality can't be compared with web meetings or video conferencing – they connect the participants, but the distance between them remains. VR brings together participants in a (virtual) room, which functions almost exactly like a normal environment. You can move around in the room, get closer to products and walk around them. In specialist jargon, we call this an 'immersive experience.' In effect, this means that you don't use a software environment, you enter it thanks to VR glasses.

What makes VR by Assyst and ZREALITY stand out from the rest?

Assyst and ZREALITY understand VR as a business application and aim to make it accessible to the apparel industry. That's why the Digital Showroom is tailored to exactly meet the needs of the garment industry. It's designed for profitable use and seamless integration into the processes of apparel manufacturers. The real body measurements, 2D pattern data and 3D simulations that characterize Assyst products are part of the solution. ZREALITY offers the VR platform for this and adapts 3D garments from Vidya for VR.

What are the requirements for a VR collection?

The VR collection requires working with the 3D software Vidya. The 3D garments are converted into VR-compatible formats and integrated into the environment. Using Vidya helps because collection pieces are already available in 3D, as are avatars (with realistic body dimensions) on which these 3D collections actually fit. In this way, the size & fit and the wearing of clothing in VR is reproduced in superbly lifelike manner.

How can we integrate VR into our day-to-day work in our company?

Assyst and ZREALITY will support you with the first pilot projects, which you can convert into experiences in three digital showrooms – in Munich, Kaiserslautern and Milan. During the pilot projects, processes and products are defined and implemented for VR.

About Assyst:

Pure fashion. Pure technology.

Market-driven products for the targeted customer groups are the goal of every collection and the route taken to achieve that goal must be constantly shortened, making processes increasingly faster and more cost-efficient. The apparel industry needs the right technology to achieve this – and Assyst possess a highly-developed level of expertise for the fashion industry.

They offer the necessary accuracy for designs and patterns, assist in the development, coordination and management of a wide range of products, help to automate routine tasks and enable a seamless flow of data along the entire process chain thanks to their interlocking technologies.

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About ZREALITY:

Broadening Digital Horizons

ZREALITY aims to shape the future. With a keen sense for new trends and a sharply-focused view of the needs of our customers, we make Augmented Reality & Virtual Reality usable and bring the digital future into the present.

Creation – We develop solutions. With high-quality content and the right technology, within a unique competence network.

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