

UDEX 3DQ

Taking product data quality to the next dimension...



The UDEX 3DQ service, developed in partnership with Brandsauce Ltd., revolutionizes the creation of photo realistic product images for use in all media from web to billboard. Using state of the art 3D modelling and grid computing the UDEX 3DQ service gives you the flexibility to create pack shots to any specification from your desktop and have them delivered to you electronically in a matter of hours.

New product development

- 24/7 global access
- 3D virtual prototypes
- Centralized secure database
- Product Images before mock-ups

Product promotion

- Custom images < 4 hours
- Promotional packs ahead of supply chain
- Image user tracking

Retailing

- Virtual online shopping
- POS
- Advertising
- Retail magazines/flyers
- Multimedia product advertising

Delivering higher quality product images for less

Compared to traditional product photography the UDEX 3DQ service delivers greater control, higher quality and quicker turnaround at lower costs.

- Accessible 24 x 7 x 365
- No dents, best before dates, damaged or misaligned labels etc.
- Images rendered in under 4 hours
- Costs are significantly lower than traditional photography

New product development never looked so good

Utilizing UDEX 3DQ, new product development teams can easily work with 3D virtual prototypes to generate detailed high resolution images before mock-ups.

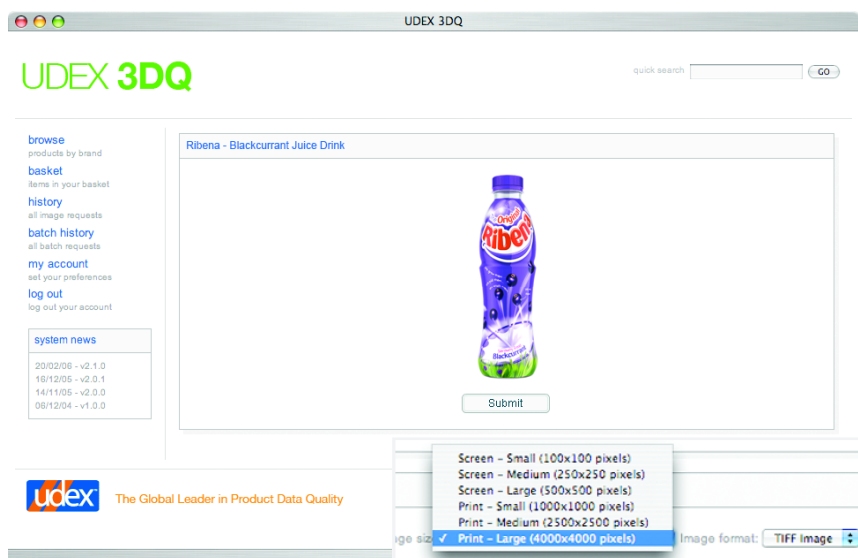
Add visibility to your product promotion processes

With custom images available in less than 4 hours, promotional packs can arrive ahead of the entire supply chain for better visibility and increased buyer awareness.

Retailing opportunities

- Planogram creation
- Online shopping
- Point of sale
- Advertising
- Retail magazines and flyers
- Multimedia product advertising





About UDEX

Founded in 1998, UDEX is the world's leading provider of Product Data Quality (PDQ) solutions and professional services. UDEX has developed a product data framework that supports products in a wide-variety of sectors, including grocery, home improvement, retail pharmacy, foodservice wholesale, general merchandise, office products, and consumer electronics. Over 2,000 suppliers already use UDEX to streamline the exchange of accurate, consistent, and complete product data with their trading partners.

About Brandsauce

Celeritas™ was formed to provide the technical infrastructure and computer power necessary to drive the Brandsauce system, allowing any computer user with internet access to produce high quality photo-realistic images 24 hours a day, 365 days a year, worldwide.



The Global Leader in Product Data Quality

How does it work?

A 3D model is created from electronic artwork and physical pack samples provided by the supplier. The 3D models are accessed and manipulated via the internet by the supplier and the supplier's authorised agents using a custom web based application. The user rotates the product to the desired angle and specifies the required image format and quality. The required image is rendered off line and uploaded to the web site when complete. The user downloads images as required over the internet.

Superior image quality

The 3D models use vector based graphics and original artwork so large images can be created with no degradation of quality. For web based applications images can be created to any specification to optimise quality, file size and file type. Images can be used in all media—print, web and film/tv commercials.

Summary

- Create photorealistic pack images that are superior in quality to traditional photographs in a fraction of the time and at lower cost
- Integrate those images with your product data to have greater control over how your products are marketed and sold across all media formats and distribution channels

Integrated with UDEX PDQ Services

- Product dimensions can be physically measured and validated by our PDQ team.
- Images can be cross validated against product data and vice versa to verify barcode, brand, size, promotion etc..
- All on pack data can be captured from the physical product and/or artwork by our PDQ team.
- Images can be delivered to you and your customers along with your PDQ Certified product data via UDEX data integration solutions.

UDEX Limited
UDEX House
Newport, Wales NP20 1HG UK

Tel: +44 (0)1633 225335
Fax: +44 (0)1633 225336

UDEX America, Inc.
1000 Bridge Parkway, Suite 210
Redwood City, CA 94065 USA

Tel: (866) 663-6279
Fax: (650) 596-1830