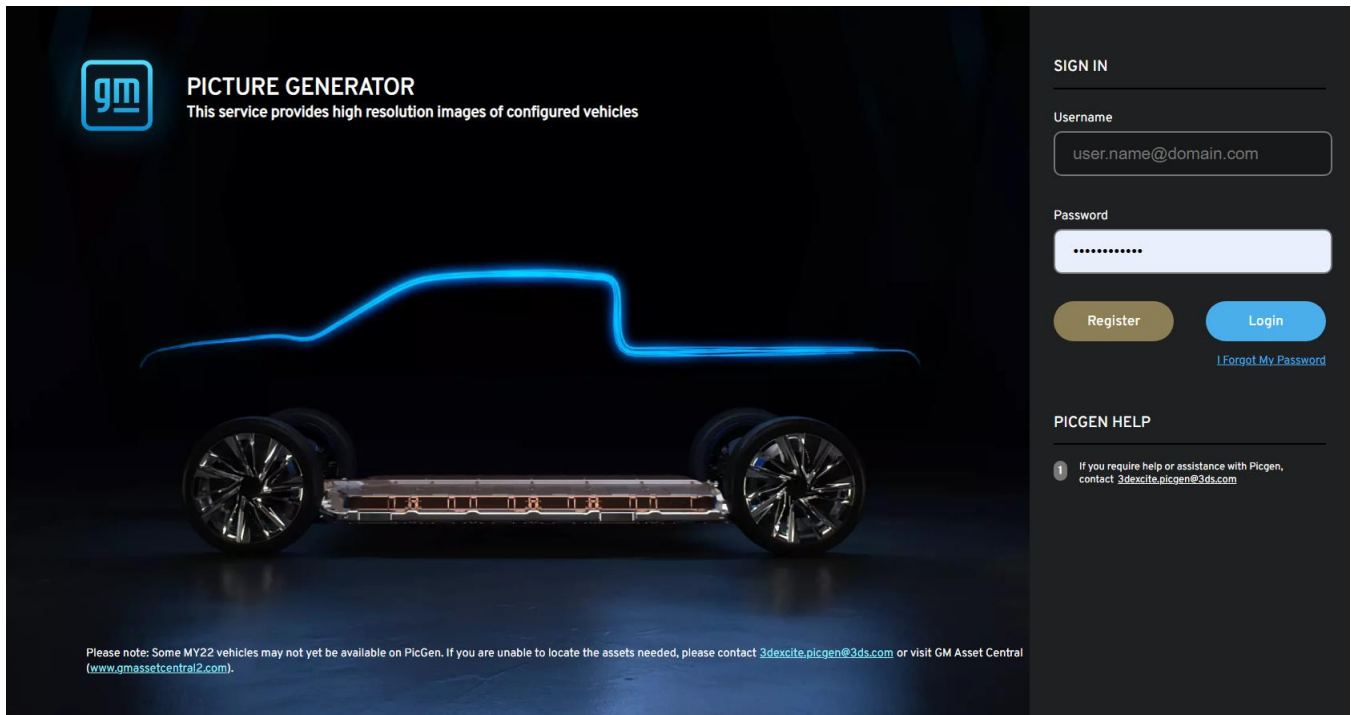


# 3DEXCITE Picture Generator User Guide

The Picture Generator (Picgen) service can be access through the following URL:

<https://www.picgen.com>

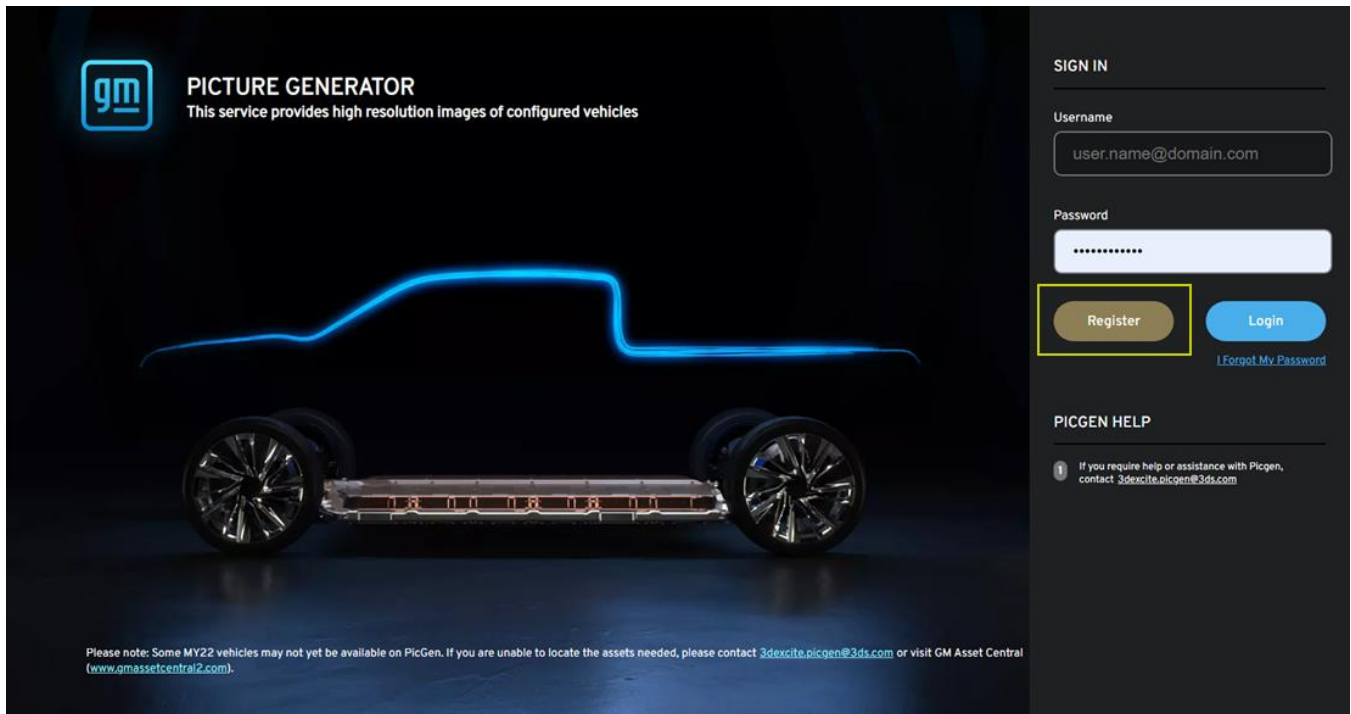


# Contents

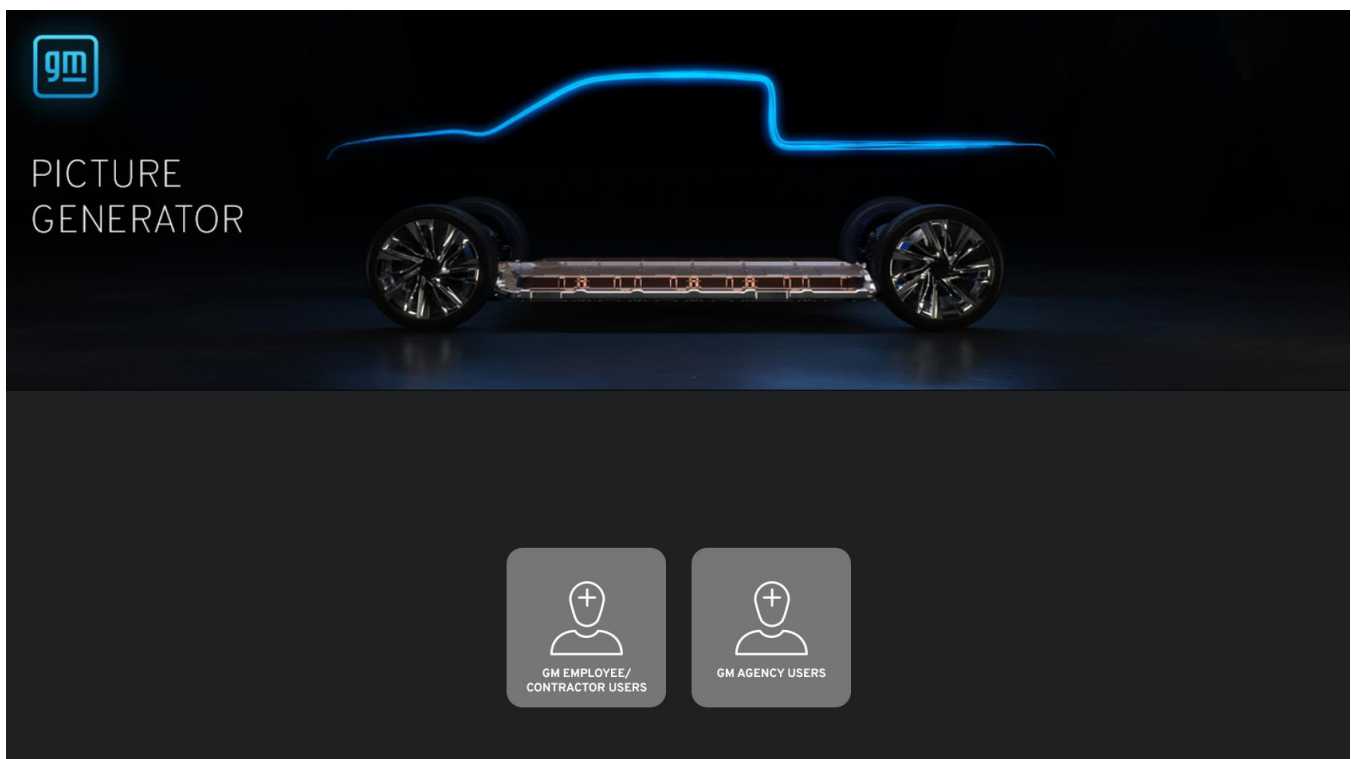
- 1. Registering / Creating an Account .....3
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## 1. Registering / Creating an Account

To register as a new user in the site, on the home page, click on the “Register” button highlighted below:



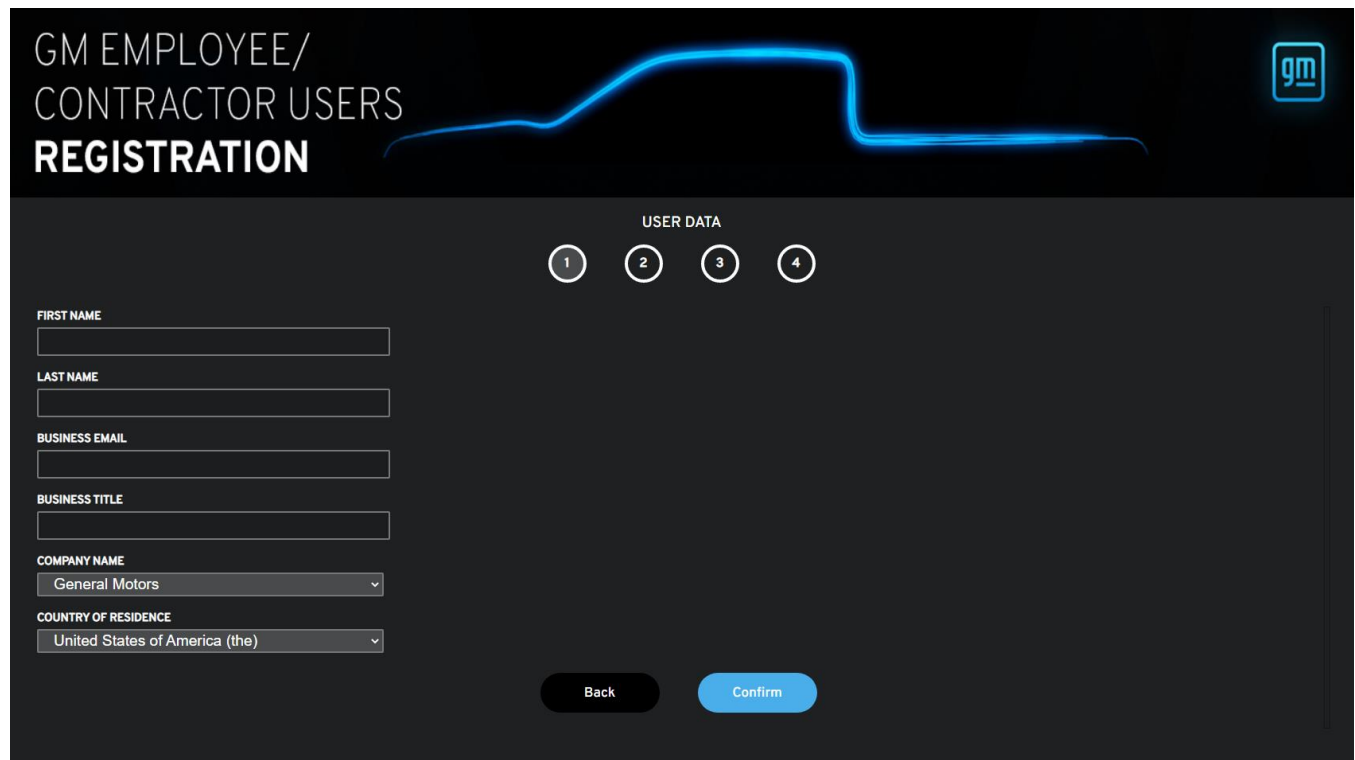
After clicking on the Register button, you will be taken to a screen where you will be asked to select what type of user you are, either a “GM Employee/Contractor User” or an “Agency User”:



The user registration workflow will be different based on the type of user you are (either a GM Employee/Contractor or a GM Agency/Partner User).

#### GM Employee/Contractor Users:

*Step 1:* For GM Employee/Contractor Users you'll need to enter your first and last name, your business email and title, select "General Motors" from the company name selection, and finally, the country where you reside. Click "Confirm".



The screenshot shows a registration form titled "GM EMPLOYEE/ CONTRACTOR USERS REGISTRATION" with a GM logo in the top right. A blue lightning bolt graphic is in the background. The form is divided into four steps, with step 1 (USER DATA) currently active. The form fields are: FIRST NAME, LAST NAME, BUSINESS EMAIL, BUSINESS TITLE, COMPANY NAME (dropdown menu showing "General Motors"), and COUNTRY OF RESIDENCE (dropdown menu showing "United States of America (the)"). At the bottom are "Back" and "Confirm" buttons.

## GM EMPLOYEE/ CONTRACTOR USERS REGISTRATION

USER DATA

1 2 3 4

FIRST NAME

LAST NAME

BUSINESS EMAIL

BUSINESS TITLE

COMPANY NAME  
General Motors

COUNTRY OF RESIDENCE  
United States of America (the)

Back Confirm

*Step 2:* Select the brand or brands you support, include some text describing what markets you support, and a reason for requiring access to Picgen. Click "Confirm".

GM EMPLOYEE/  
CONTRACTOR USERS  
**REGISTRATION**

BRAND SELECTION

1 2 3 4

BRAND SELECTION

☐ GMC

☐ Buick

☐ Cadillac

☐ Chevrolet US

☐ Chevrolet Global

☐ Select All

FOR WHICH MARKETS ARE YOU RESPONSIBLE

REASON WHY YOU NEED ACCESS TO PICGEN

Back Confirm

*Step 3:* As a user of Picgen, you will have to accept both the Privacy Policy and Website Terms & Conditions to proceed. Once you have read and accepted both, click "Confirm".

GM EMPLOYEE/  
CONTRACTOR USERS  
**REGISTRATION**

PRIVACY POLICY / TERMS & CONDITIONS

1 2 3 4

PRIVACY POLICY FORM

TERMS & CONDITIONS

**GM Picture Generator Privacy Statement**

Last Updated: June 3, 2022

GM Picture Generator is a business-to-business website operated by General Motors ("GM" or "we"). This GM Picture Generator Privacy Statement lets you know how we collect, use and share information when you use GM Picture Generator or interact with GM through this website ("Privacy Statement"). This Privacy Statement applies only to information collected through this website. It was developed pursuant to applicable data protection legislation ("Data Protection Laws").

**Business Information Collection**

When you use GM Picture Generator, the following types of information may be collected about you (collectively "Business Contact Information"):

☐ Accept Privacy Policy

**Website Terms and Conditions**

The following Terms and Conditions of Use constitute a legal agreement between you and General Motors LLC and its subsidiaries or affiliates (e.g. OnStar LLC; collectively, "GM"). As used herein, the terms "You" and "Your" refer to each entity using the GM Picture Generator website and each individual user of the website. By accessing, browsing and/or using the GM Picture Generator website ("GM Picture Generator"), you acknowledge that you have read, understand and agree to be bound by these Terms and Conditions of Use and to comply with all applicable Laws including, without limitation, all export control laws, regulations, and/or other directives, and all state, federal and local tax and tariff laws, regulations, and/or directives. If you do not agree to these Terms of Use, you may not access or use GM Picture Generator.

☒ Accept Terms & Conditions

Back Confirm

*Step 4:* You will see a confirmation screen at the completion of your registration request, and will receive an email with login details.

GM EMPLOYEE/  
CONTRACTOR USERS  
REGISTRATION

gm

SUCCESS!

1

2

3

4

Success! Your request was submitted

Your registration request has been received and submitted for review. You will receive your login instructions when your application is approved. Please watch your email inbox for further communications from the Picgen team.  
Click [here](#) to return to the Picgen home page.

#### GM Agency Users:

**Step 1:** For GM Agency/Partner Users you'll need to enter your first and last name, your business email and title, select "General Motors" from the company name selection, and finally, the country where you reside. Your user access will need to be approved by a contact at General Motors, and so you will also need to enter in the name, title, and business email for a contact at General Motors that will serve as approver. Click "Confirm".

AGENCY USER  
REGISTRATION

gm

USER DATA

1

2

3

4

FIRST NAME

LAST NAME

BUSINESS EMAIL

BUSINESS TITLE

COMPANY NAME

3DExcite

COUNTRY OF RESIDENCE

United States of America (the)

GM CONTACT NAME

GM CONTACT TITLE

GM CONTACT BUSINESS EMAIL

Back

Confirm

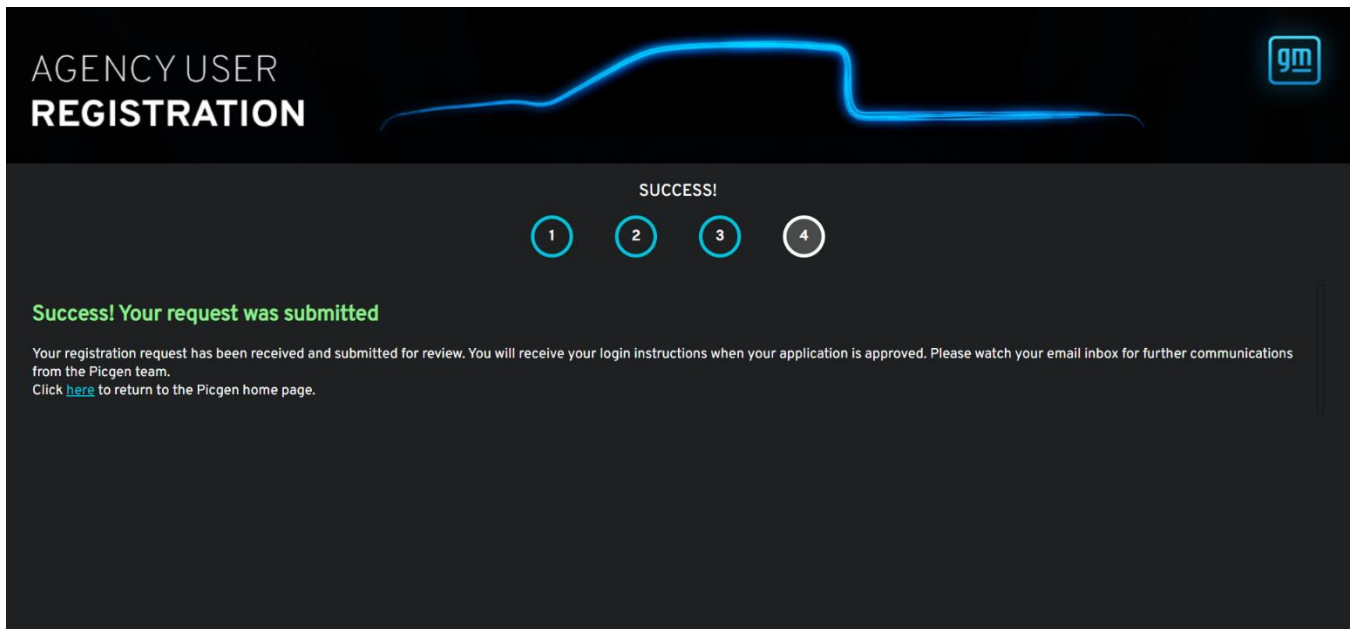
**Step 2:** Select the brand or brands you support, include some text describing what markets you support, and a reason for requiring access to Picgen. Click "Confirm".

The screenshot shows the 'AGENCY USER REGISTRATION' form at Step 2, 'BRAND SELECTION'. The header includes the title 'AGENCY USER REGISTRATION' and the GM logo. A progress bar at the top shows four steps, with Step 2 highlighted. The main content area is divided into three sections: 'BRAND SELECTION', 'FOR WHICH MARKETS ARE YOU RESPONSIBLE', and 'REASON WHY YOU NEED ACCESS TO PICGEN'. The 'BRAND SELECTION' section contains a list of checkboxes for GMC, Buick, Cadillac, Chevrolet US (checked), Chevrolet Global, and Select All. The other two sections are empty text boxes. At the bottom, there are 'Back' and 'Confirm' buttons.

**Step 3:** As a user of Picgen, you will have to accept both the Privacy Policy and Website Terms & Conditions to proceed. Once you have read and accepted both, click "Confirm".

The screenshot shows the 'AGENCY USER REGISTRATION' form at Step 3, 'PRIVACY POLICY / TERMS & CONDITIONS'. The header is the same as Step 2. The progress bar shows Step 3 highlighted. The main content area is divided into two sections: 'PRIVACY POLICY FORM' and 'TERMS & CONDITIONS'. The 'PRIVACY POLICY FORM' section contains a scrollable box with the 'GM Picture Generator Privacy Statement', which includes the date 'Last Updated: June 3, 2022' and a section on 'Business Information Collection'. Below this is a checked checkbox for 'Accept Privacy Policy'. The 'TERMS & CONDITIONS' section contains a scrollable box with the 'Website Terms and Conditions', which states that the terms constitute a legal agreement between the user and General Motors LLC. Below this is a checked checkbox for 'Accept Terms & Conditions'. At the bottom, there are 'Back' and 'Confirm' buttons.


*Step 4:* You will see a confirmation screen at the completion of your registration request, and will receive an email with login details.



## 2. Signing In

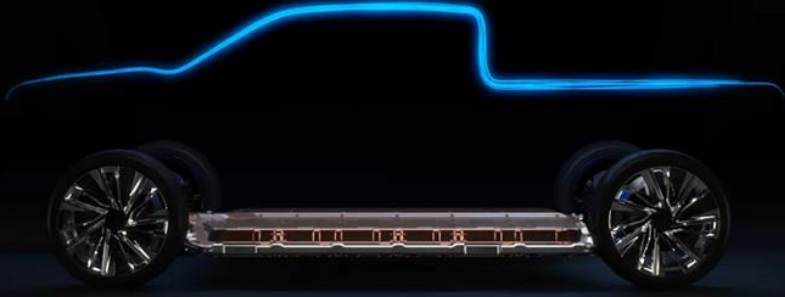
Once registered you can sign into the PicGen service from the landing page by entering your Username and Password. When you click 'Login' you will be asked to accept both the User Terms and Conditions and the Privacy Policy for your session of Picgen. You can view the text of the agreement by clicking the link next to the accept checkbox. Checking the box and clicking 'Accept' at the bottom of the page signs you into the service.





# PICTURE GENERATOR

This service provides high resolution images of configured vehicles



Please note: Some MY22 vehicles may not yet be available on PicGen. If you are unable to locate the assets needed, please contact [3dexcite.picgen@3ds.com](mailto:3dexcite.picgen@3ds.com) or visit GM Asset Central ([www.gmassetcentral2.com](http://www.gmassetcentral2.com)).

## SIGN IN

Username



Password

Register
Login

[I Forgot My Password](#)

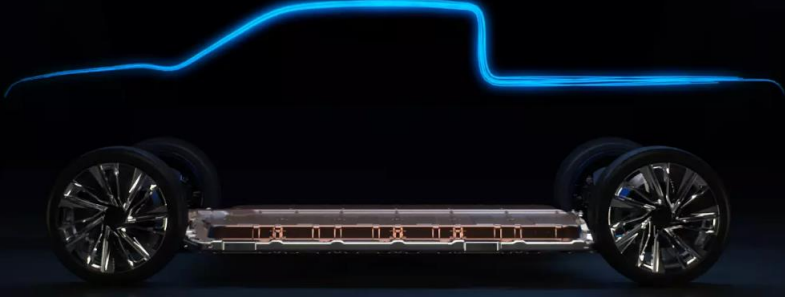
## PICGEN HELP

**i** If you require help or assistance with Picgen, contact [3dexcite.picgen@3ds.com](mailto:3dexcite.picgen@3ds.com)

# PICTURE GENERATOR

This service provides high resolution images of configured vehicles



Please note: Some MY22 vehicles may not yet be available on PicGen. If you are unable to locate the assets needed, please contact [3dexcite.picgen@3ds.com](mailto:3dexcite.picgen@3ds.com) or visit GM Asset Central ([www.gmassetcentral2.com](http://www.gmassetcentral2.com)).

## YOUR ACCOUNT

Your account is restricted to Buick, Cadillac, Chevrolet Global, GMC.

☐ I accept the [User Terms and Conditions](#)

☐ I accept the [Privacy Policy](#)

### GM Picture Generator Privacy Statement

**Last Updated: June 3, 2022**

GM Picture Generator is a business-to-business website operated by General Motors ("GM" or "we"). This GM Picture Generator Privacy Statement lets you know how we collect, use and share information when you use GM Picture Generator or interact with GM through this website ("Privacy Statement"). This Privacy Statement applies only to information collected through this website. It was developed pursuant to applicable data protection legislation ("Data Protection Laws").

#### Business Information Collection

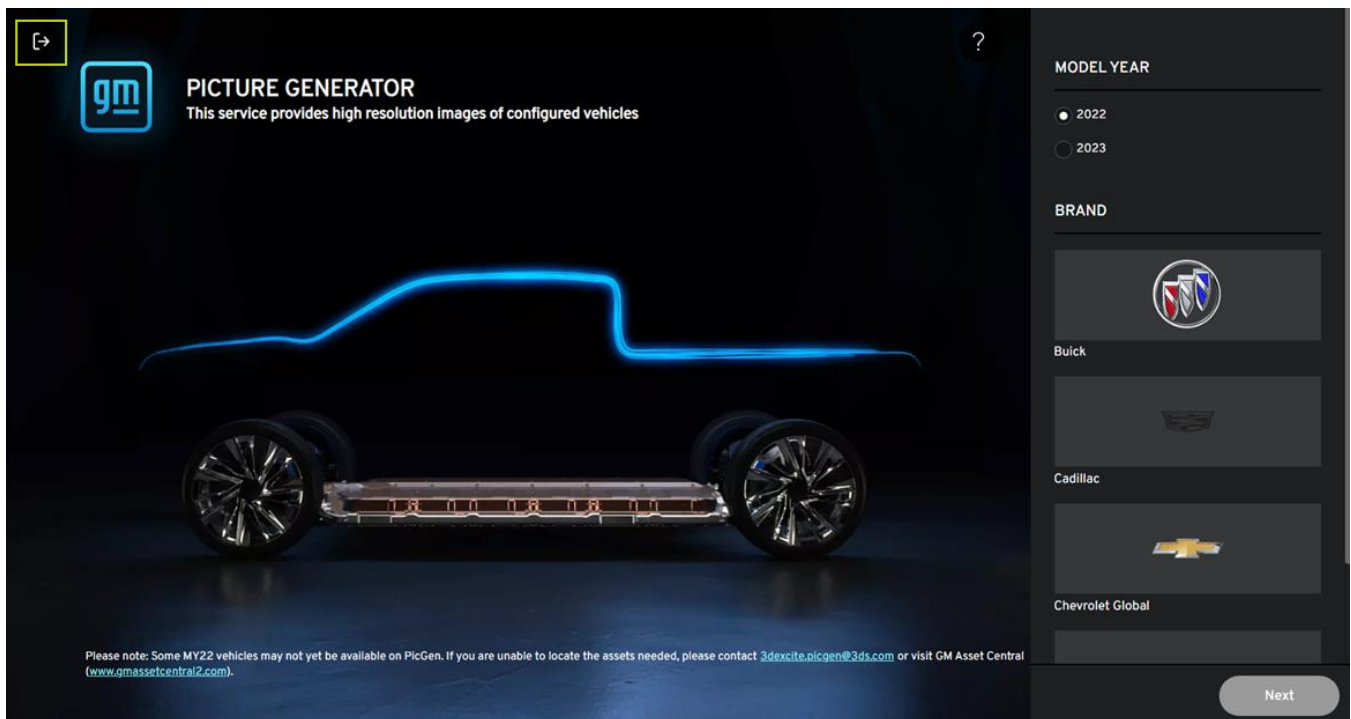
When you use GM Picture Generator, the following types of information may be collected about you (collectively "Business Contact Information"):

- Identifiers and contact information (such as Name; Business E-mail, and Business Phone Number)
- Company information (such as Company Name, Country of Residence, GM Sponsor Name (for approval), GM Sponsor email and department)
- User role information and reason for needing

Accept

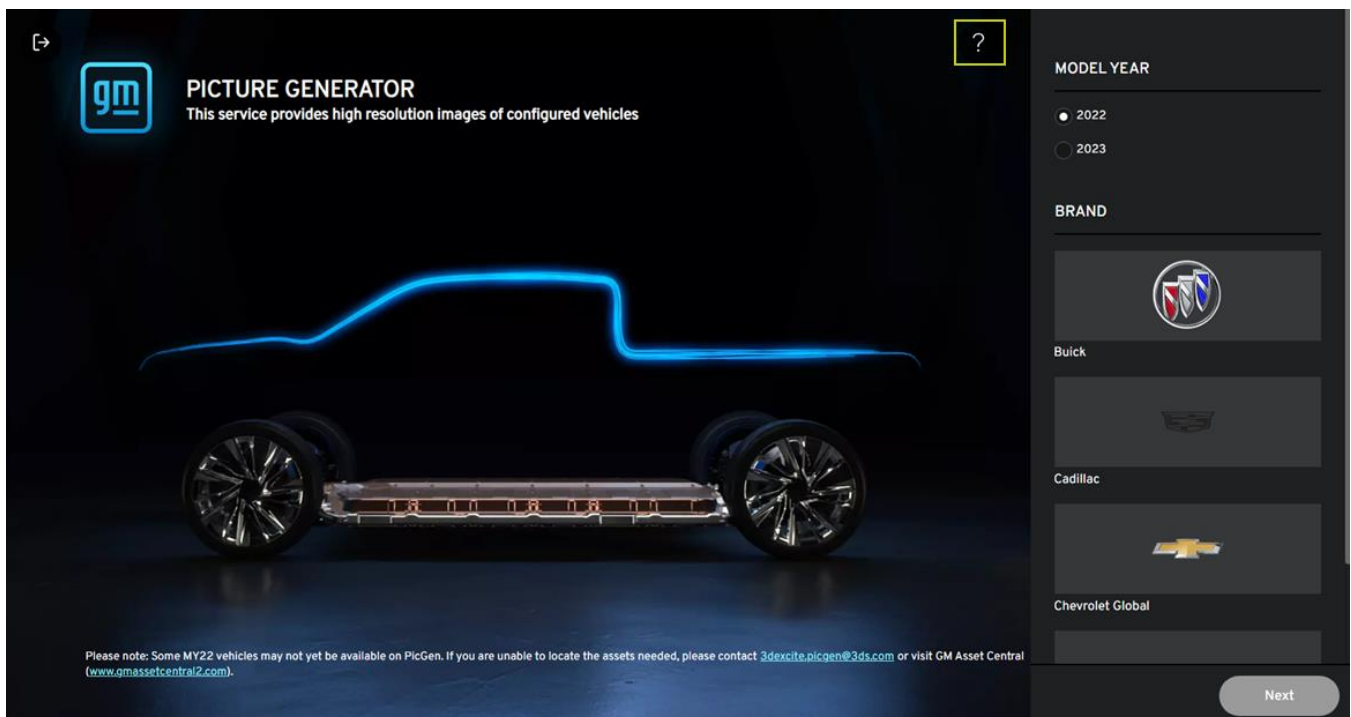
### 3. Signing Out

You can sign out of your Picgen session by either clicking the Logout Icon in the top left corner of the page, or by simply closing the page. You will be asked to login each time you visit the Picgen service.



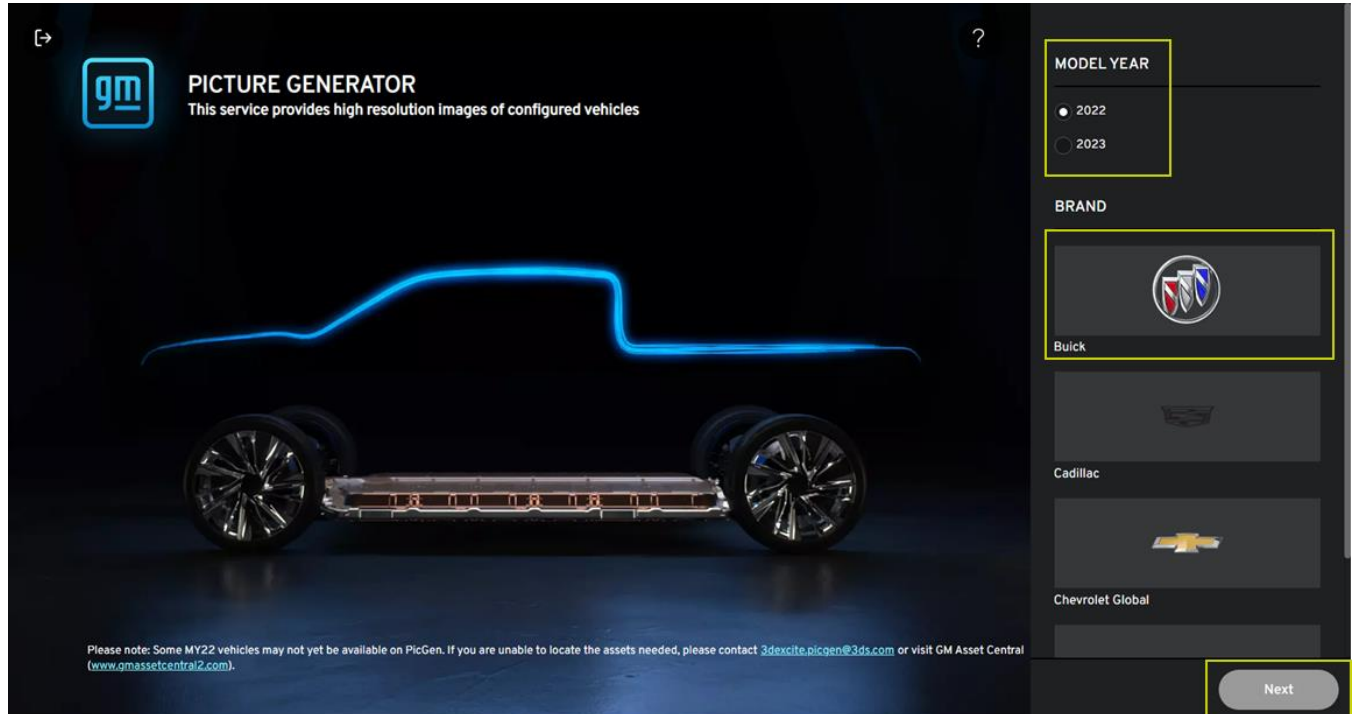
#### 4. Picgen Help

You can always direct an email to the Picgen help team by clicking on the “?” icon in the upper right corner of the main image configuration pane highlighted below. Clicking on the icon will create an email to [3dexcite.picgen@3ds.com](mailto:3dexcite.picgen@3ds.com) using your default email application.



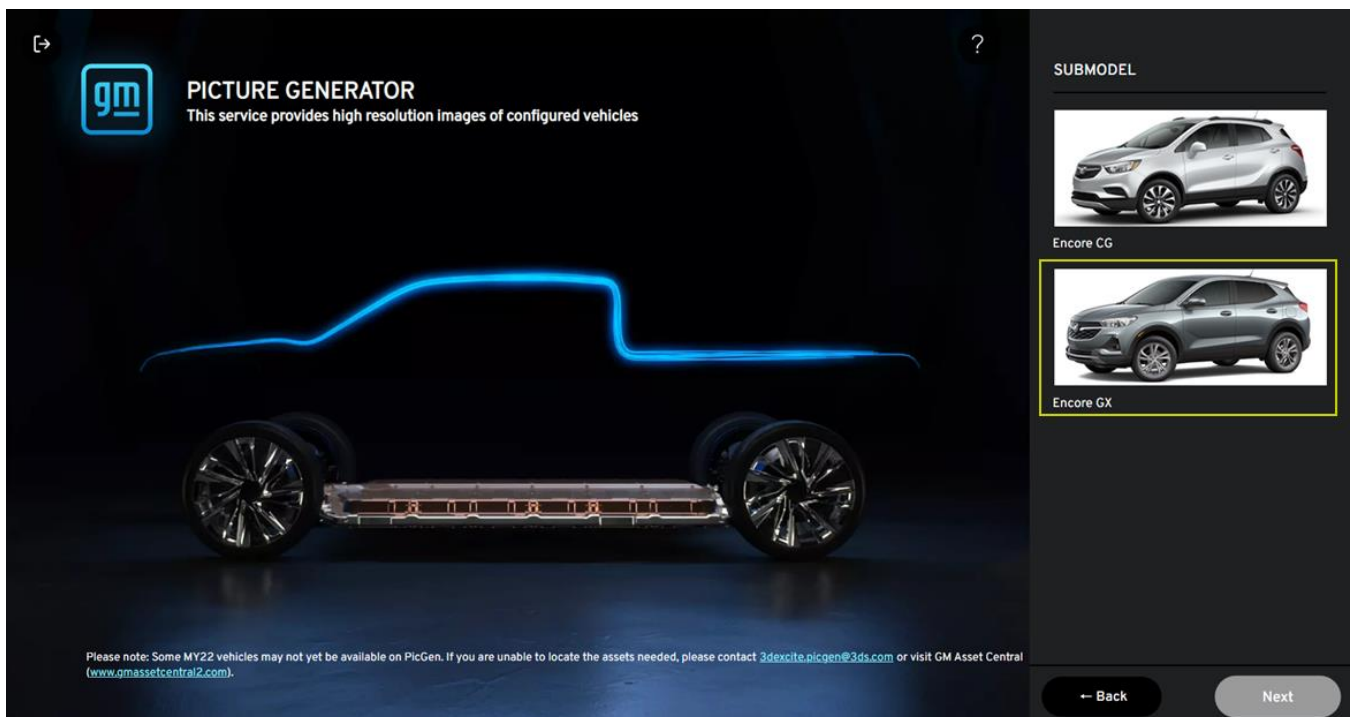
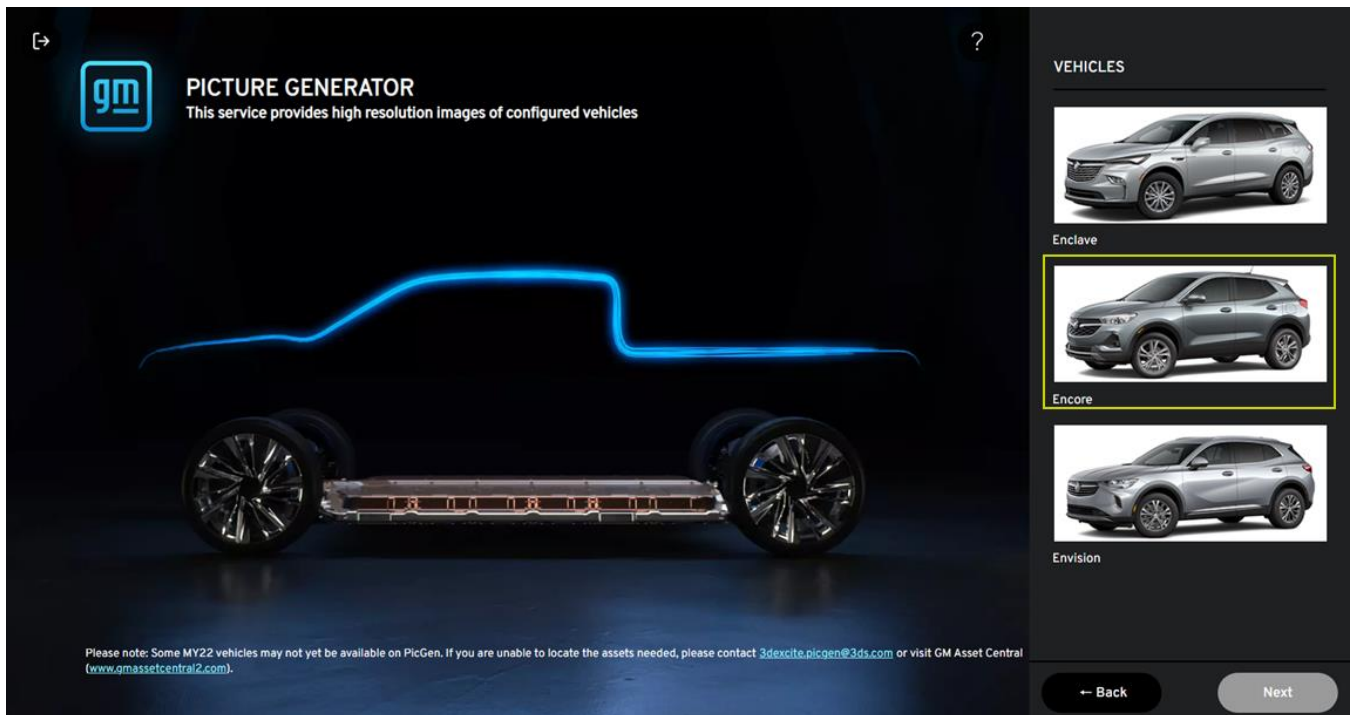
## 5. Model Year and Brand Selection

Picgen users are restricted to specific brands and you will only be presented with selections for the Brand or Brands you have been granted access to. At the top of the selection panel, select a Model Year, select your Brand, and then click on 'Next'.



## 6. Family/Model Selection

The selection panel will display available Vehicle Models based on the previous Model Year and Brand Selection. Select a Model then click 'Next'.



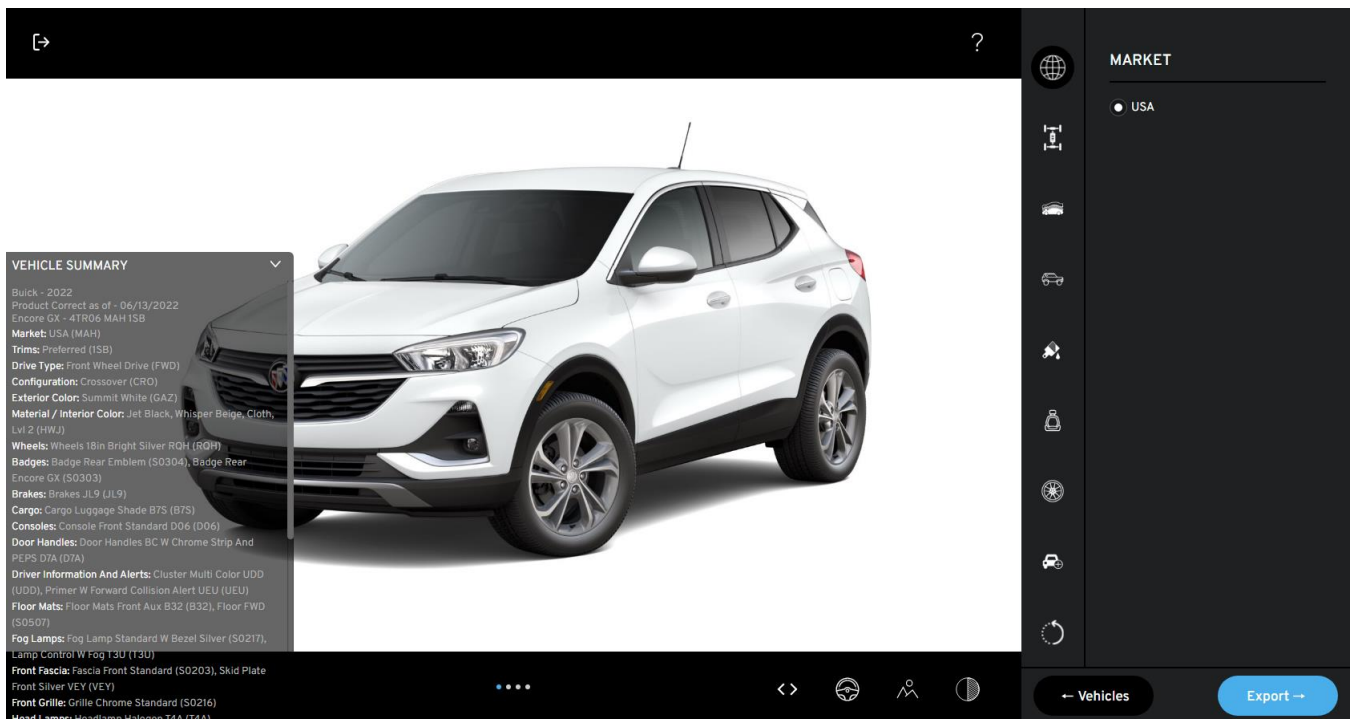
## 7. Vehicle Configuration

The Vehicle Configuration page is divided into several sections. The main section displays the current vehicle configuration and camera angle.



## Information Panel (“Vehicle Summary”)

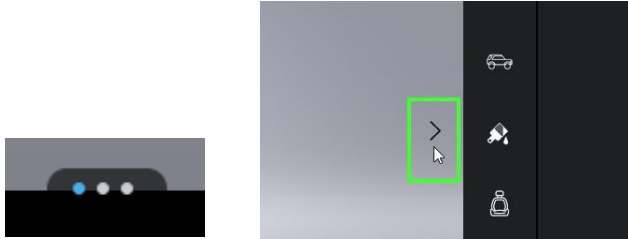
Below this section to the left is an information panel that provides details on the Model, Model Year, MMC and PEG combination, all of the configured parts, as well as the last date the product was approved. Placing your cursor over the information panel will expand it to show currently selected options





## Camera Angle Indicator

Below and center is the camera angle indicator. The angles are represented as white dots, with a blue dot indicating the current angle. You can view other angles by clicking on the white dots, or by clicking on the arrows that appear when you hover over the left or right side of the vehicle image.



## Additional View Options

Below the main section and to the right are additional view options. If your brand includes BYO and Beltline angles there will be a toggle to switch between the two. Next to that will be the Exterior/Interior icon. Clicking this will switch between the exterior and interior angles. Next is the Background icon. This will toggle the background image on or off. This feature will allow you to download images with a transparent background. Finally there is the Shadow Icon. Clicking this will toggle the vehicle shadow on and off.



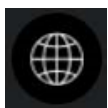
## Additional Vehicle Configuration Options

### *Vehicle Options*

The right section of the Vehicle Configuration Page is devoted to the vehicle options. There are a series of vertical icons for each configuration category and the options for those categories will be displayed in the panel to the right. The content of these categories is dynamic and will change based on previous selections such as Trim, Body Style, or even Interior/Exterior views.

### *Markets*

Starting at the top is the Market Icon. Available vehicle markets will be displayed here.



### *Drive Type*

Next is the Drive Type Icon. Drive Type options such as All Wheel Drive or Front Wheel Drive will be displayed here.



### *Trims*

The Trims Icon. Trim level selections are made here.



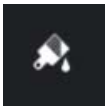
### *Configuration*

The Body Style Icon. If the vehicle comes in multiple body styles those options will be displayed here.



### *Exterior Colors*

The Color Icon. Exterior paint options are listed here.



### *Material/Interior Colors*

The Material/Interior Colors Icon. Interior color themes are listed here.



### *Wheels*

The Wheels Icon. Wheel options are listed under this category. At the top of the list is a radio button for “Standard Wheels”. This selection is used to return the configuration to wheels that are standard for the selected Trim and Body Style.



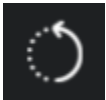
### *Packaging & Accessories*

The Package & Accessories Icon. Packages and accessories are listed here and categorized. Clicking on a category will expand the list for that category and allow you to enable or disable the Packages or Accessories within that category. The content of these categories is dynamic and will change based on previous selections such as Trim, Body Style, or even Interior/Exterior views.



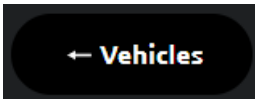
### *Reset*

The Reset button provides you with the ability to reset all of your configurations and start over from the standard base vehicle configuration.



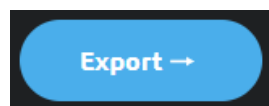
### *Navigation*

At any point in the configuration you can click the “Vehicles” button in the lower right of the page to return to the vehicle selection menu.



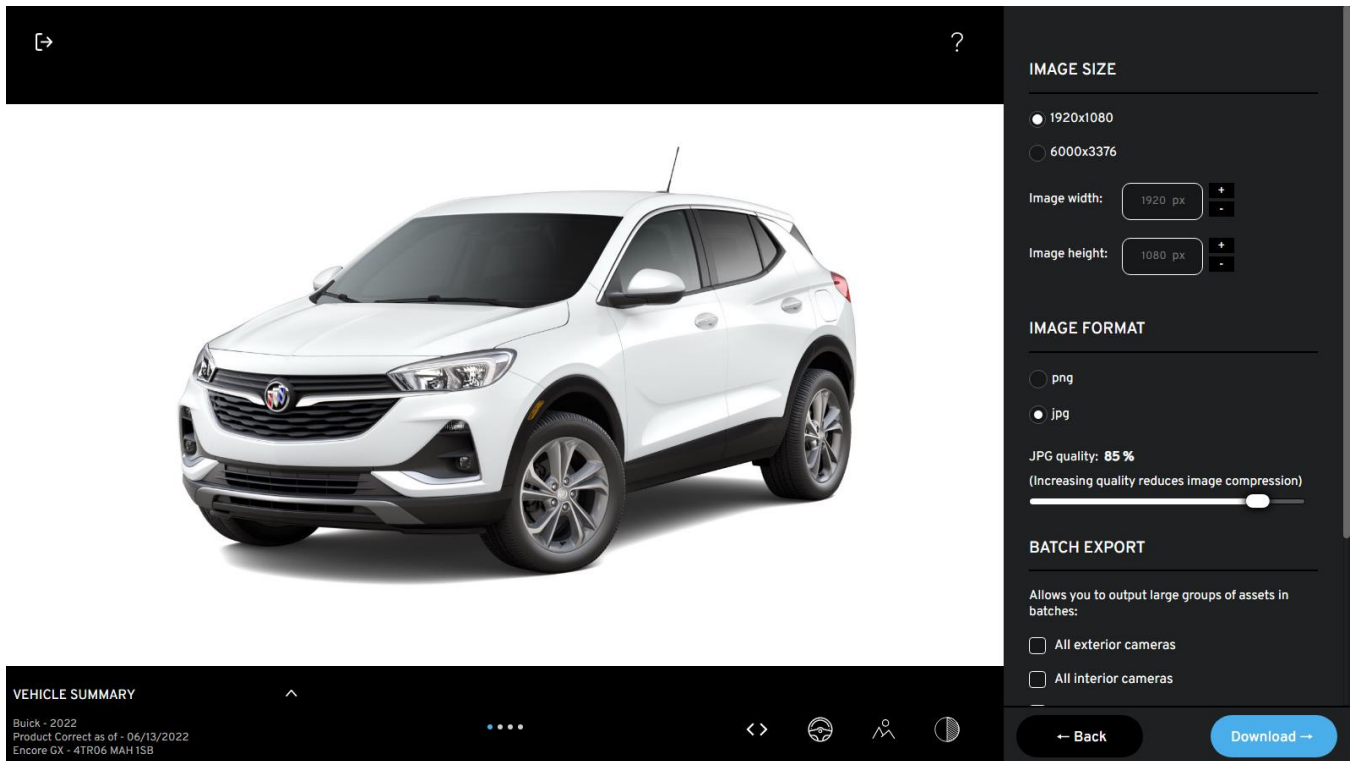
## **8. Exporting Content**

Once you have configured a vehicle and are ready to export you can do so by clicking the 'Export' button at the bottom right of the page.



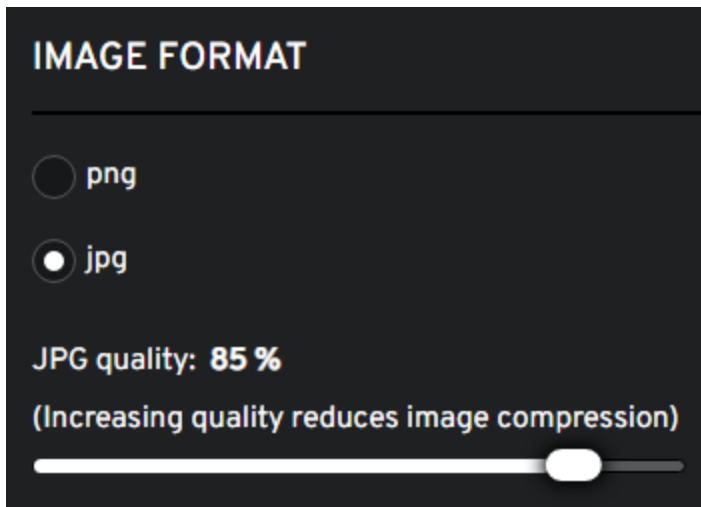
The export menu presents you with a variety of options.





First is 'Image Size'. You can define any arbitrary image size in pixels up to the full 6k resolution of the content (6000 x 3376px). Typing a value into either the 'Image Width' or 'Image Height' field will rescale the vehicle image to that dimension while keeping the current aspect ratio. It is important to note that the image in the main content section will be scaled up to fill the window. Setting a small image size will result in a pixelated preview, but the final exported image will be at the size set in the 'Image Size' fields.





### IMAGE FORMAT

☐ png

☒ jpg

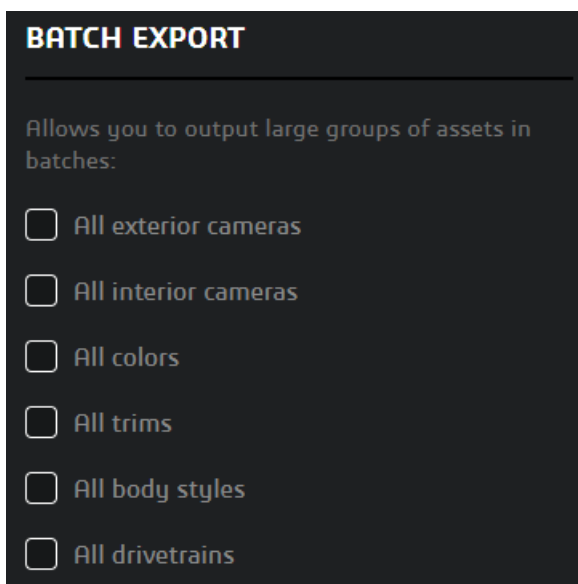
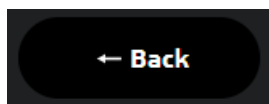
JPG quality: 85 %

(Increasing quality reduces image compression)

The 'Image Format' options allow you to choose between PNG and JPG image formats. The PNG format supports transparency and is a lossless image format. This results in a high quality but larger file size. The JPG image format does not support transparency and is "lossy". When choosing JPG the 'Jpg Quality' slider is used to define a compression quality level. Higher values will be higher quality and larger file sizes, while lower values will be smaller file sizes.

The 'Batch Export' options enable you to download multiple configurations with a single click. You can enable any combination of options or none at all.

If you would like to return to configuration menus you can click 'Back' on the bottom right of the page.



### BATCH EXPORT

Allows you to output large groups of assets in batches:

- ☐ All exterior cameras
- ☐ All interior cameras
- ☐ All colors
- ☐ All trims
- ☐ All body styles
- ☐ All drivetrains

'All exterior cameras' will export all exterior camera angles.

'All interior cameras' will export all interior camera angles.

'All colors' will export every paint and theme combination.

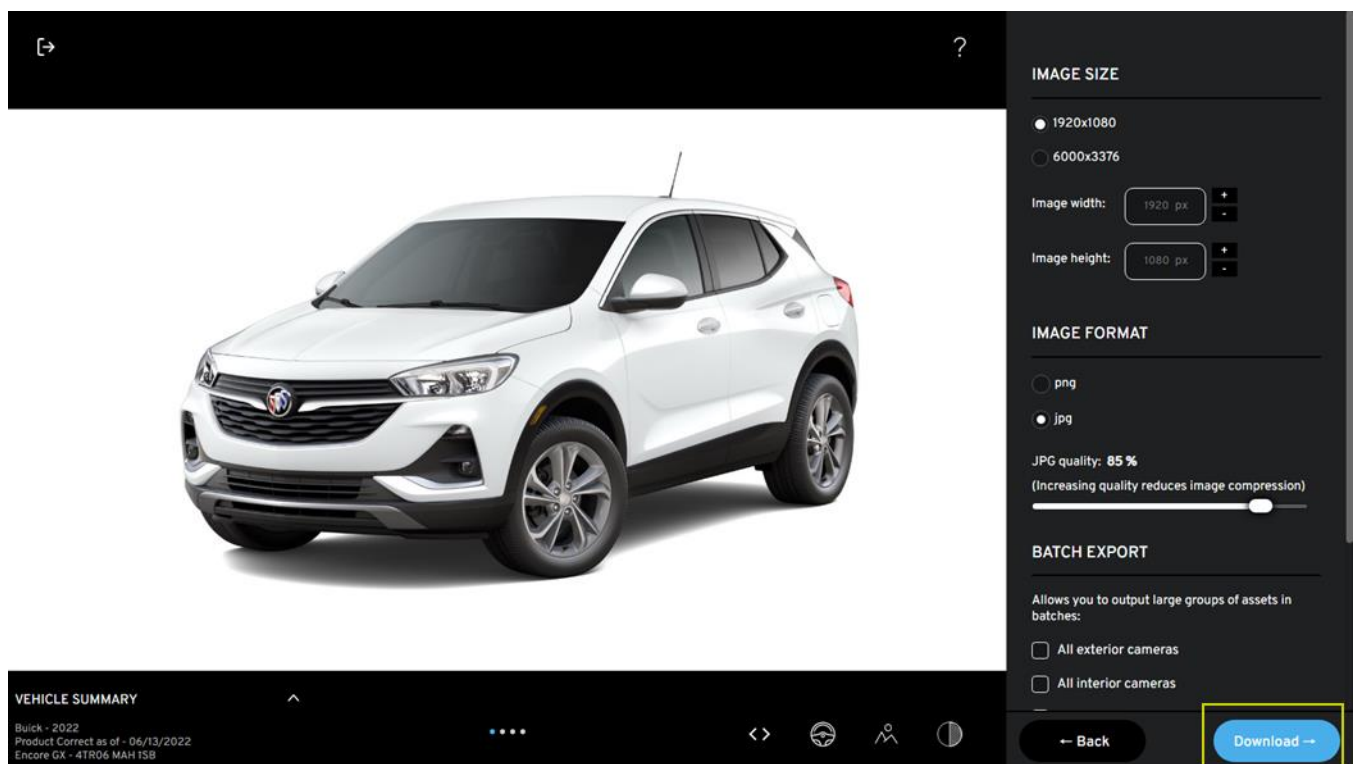
'All trims' will export all available trim levels.

'All body styles' will export all available body styles.

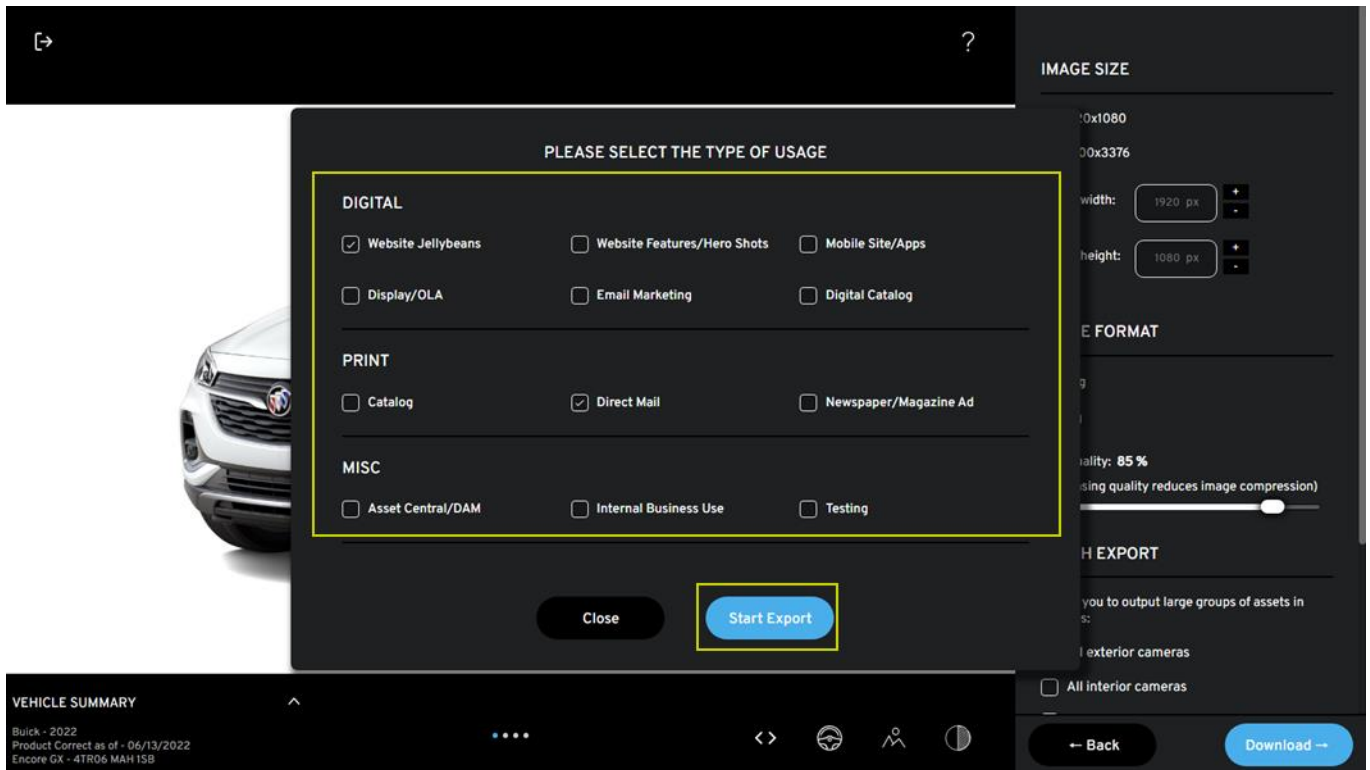
'All drivetrains' will export all available drive trains.

It is important to note that Batch Export options "cross multiply". This means if there are 3 exterior camera angles, 8 trims, and 10 paint colors the resulting output could include as many as 240 images. This number might be smaller as the service will only generate valid configurations.

After setting your export options, select "Download"



You will then be prompted to select the usage option that reflects the intended use of your export. Check what applies and select 'Start Export'



If you have not chosen any Batch Export options then your single image will be downloaded immediately as either PNG or JPG depending on your selections. If you have selected any Batch Export options the preview image will blur and a progress indicator will appear on the page while the images are being generated. When complete the batched images will download as a ZIP archive.