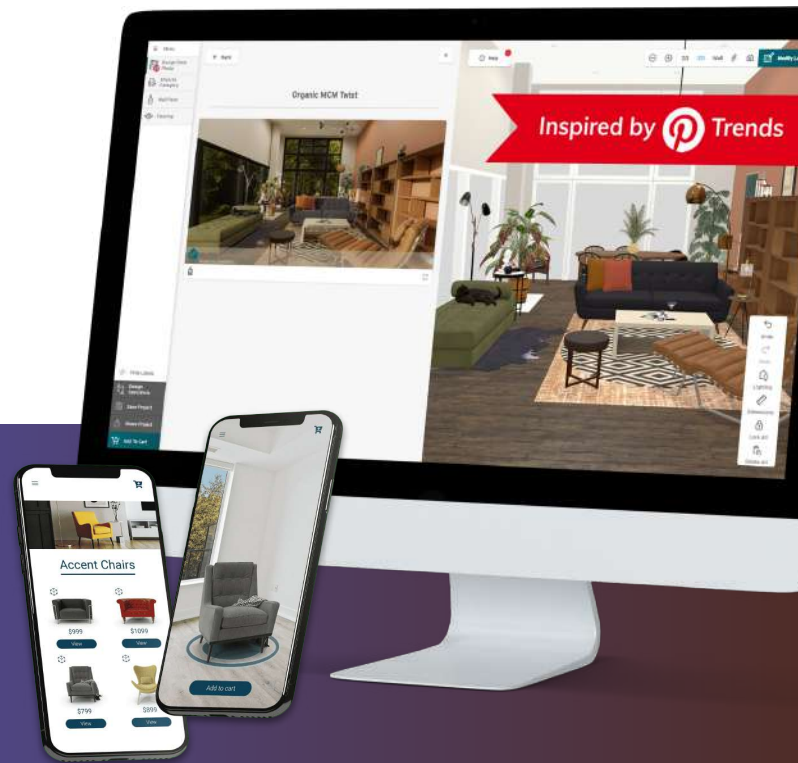




One platform,  
every 3D Commerce journey.



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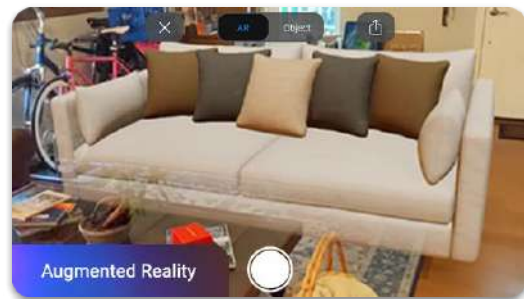
## OUR MISSION

- **Omni-Channel 3D Solution:**  
Cloud-based, web-based, self-service,  
secure, scalable & extensible
- **All 3D Applications:** 3D planners, AR,  
configurators, VR & visual merchandising
- **Serving All Users:** Homeowners, pros,  
store associates & marketing teams
- **Unified Journey:** Inspiration, design,  
visualization, collaboration & purchase
- **Faster & Easier:** Automate and  
accelerate the design experience

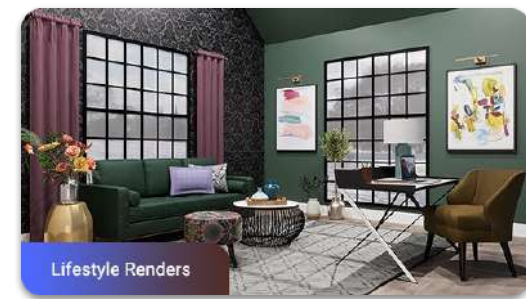
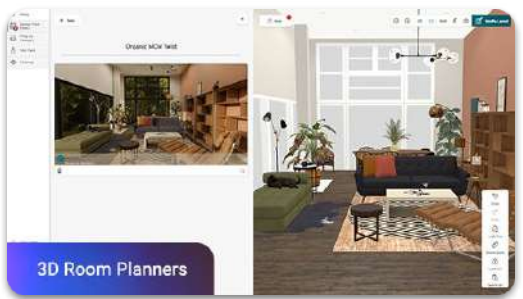


*We've successfully deployed 100s of 3D Commerce experiences and millions of 3D products for leading retailers and brands across the globe.*





The 3D Cloud™ enables retailers to deploy 3D experiences across all customer touchpoints.



## SOLUTION PRICING



**Product Renders &  
360 Spins (2D)**



**WebAR  
API**

**Included with 3D Cloud™**  
*(self-service option)*



**3D Spins & Product  
Configurators**  
*(WebAR Option)*



**3D Modular  
Configurators**  
*(WebAR Option)*



**3D Room Planners**  
*(Room Scanner & HD Lifestyle  
Renders Options)*

**Additional 3D Apps**  
*(additional fee)*

### 3D CLOUD™ & CMS

*(flat fee - no user or session fees)*



**3D Product  
Ordering & QA**



**Business &  
Assembly Rules**



**Self-Service  
Content Tools**



**App Mgmt &  
Merchandising**



**Hosting &  
Communications**



**Analytics & Lead  
Management**

**Also included** — New App Features • App & User Hosting • 3D Model Conversation • Partner Success Program • Dedicated Account Manager



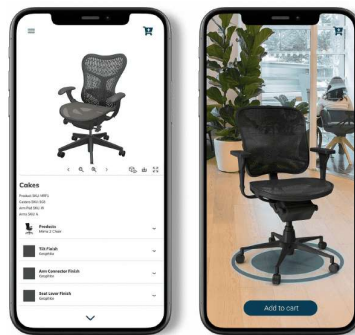
## 3D APPLICATION PORTFOLIO



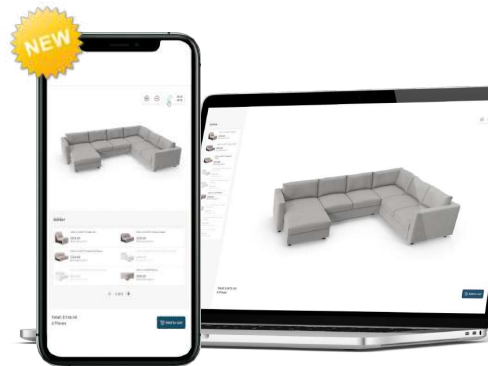
**Product Renders**



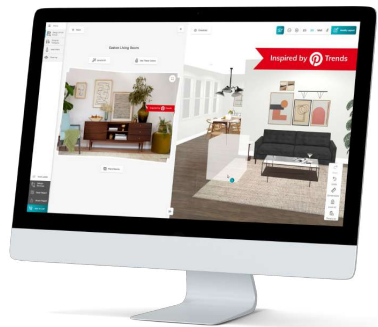
**Augmented Reality**



**Product Configurators**



**Sectional Configurators**



**Furniture & Office  
3D Planners**



**Kitchen & Bath  
3D Planners**



**Closet & Storage  
3D Planners**



**Decking & Outdoor  
3D Planners**

***3D Cloud™ is an end-to-end solution that enables retailers to build and grow their 3D program with speed and confidence. Platform features include asset creation, catalog management, communications, integrations, apps & analytics.***



## 3D Content

Create 3D products, setup and configure 3D apps, manage product catalogs.



## 3D CMS

Distribute 3D assets across channels and applications



## 3D Integrations

API integrations with SSO, cart, CRM, pricing, & availability



## 3D Apps

Configure and deploy branded 3D apps across mobile, web, and in-store



## 3D Analytics

Measure app performance, track user journeys, and optimize performance





TIM LOONEY

**Senior Manager of Product Management**



We created a product team at Lowe's specifically to unify our configurator strategy and customer experience across categories and platforms. Marxent's 3D Cloud was the only in market that is built to support a multi-tenant solution. We went love with our 3D Decking app in just four months.



JEFF GENNETTE

**Chief Executive Officer & Chairman**



Selecting furniture for a home can be stressful for our customers, especially as they worry about fit. Along with our partners at Marxent, we've solved that problem with 3D and VR. Our customers love it. We're seeing sales grow and returns decrease. Congratulations to the Macy's-Marxent team for opening the 100th VR furniture gallery... all in less than a year's time!



ANDY WOLFE

**Chief Information Officer**



We know that one of the hardest parts of any home improvement project can be getting started. Many of us struggle to visualize what we want and worry about making the right choices, especially with large projects where the stakes feel high. The Plan My Kitchen tool will make things simpler and more accessible for everyone.



ELI WINKLER

**Chief Marketing Officer**



3D is woven throughout the La-Z-Boy customer experience, both online and in-store. Innovating the experience for consumers has always been a focus of La-Z-Boy. 3D, AR, and VR enable us to immediately show a customer how La-Z-Boy can transform the look of their home and add value to both our online and in-store experiences. Building everything on a single platform and Marxent's 3D Cloud was an obvious choice.



CAITLIN PRICE

**Head of Buying**



Customers can now be braver in their choices, to test technology that architects and interior designers have been using to visualize their designs.





JULIA FITZGERALD  
**Chief Marketing Officer**



By giving homeowners the ability to visualize all the design possibilities, customers have greater confidence in their decisions and walk away with more satisfaction in the final product. Marxent's platform and vision for the future of 3D commerce made them the perfect partner for TimberTech.



JASON HEREDIA  
**Vice President of Product & Design**



We choose Marxent not only for their visualization platforms, but also their partnering approach to help us stay ahead of the sea of new technologies to better serve our customers.



TODD WANEK  
**Chief Executive Officer**



Augmented and virtual reality are essential to our growth and vision for the future. Our data shows that a combination of 3D visualization, seeing, touching, and feeling actual products, combined with the consultation of our knowledgeable salespeople, will lead to a stand-apart customer experience.



JJ VAN OOSTEN  
**Chief Digital & Technology Officer**



The 3D Room Planner tool in stores combines leading-edge visualization and configuration technology and provides customers with a seamless and personalized shopping experience.



BEN GROOM  
**Chief Digital Technology Officer**



Nearly every product we sell is configurable, all of them are thoughtfully designed, and our material expressions are meticulously curated. People who are shopping Herman Miller furniture expect an exceptional customer experience that is accurate and always up-to-date. We needed a product configuration solution that took all of the elements into consideration and 3D Cloud delivered. The ability to create and maintain accurate, beautiful 3D product configuration experiences with ease across the enterprise is meaningful. It brings efficiency and scale to our vision for next-generation customer experiences.







## A HISTORY OF INNOVATION



**2012**

1st AR app published in  
app-store history



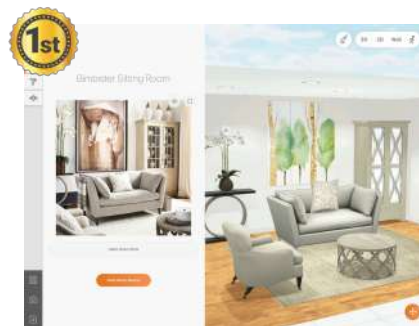
**2014**

1st VR implementation  
in retail history (Lowe's)



**2018**

1st enterprise rollout and  
furniture sale in VR (Macy's)



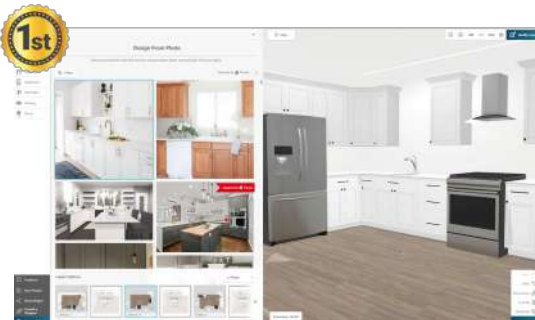
**2019**

1st launch of patented "design  
from photo" feature



**2021**

1st implementation of kitchen design  
and visualization in e-commerce



**2021**

1st enterprise rollout of  
automated room design



**2023**

1st integrated rollout of room  
scanning and room design

## PARTNER SUCCESS PROGRAM



### Reporting and Planning



- Quarterly business reviews
- Monthly executive updates
- Analytics tracking and insights
- Innovation roadmap

### Training and Development



- Educational newsletters
- Train-the-trainer program
- Webinar training
- Interactive knowledge base

### Marketing and Promotion



- Promotional videos
- Promotion best practices
- Integration best practices
- Re-marketing programs



***3D Cloud™ is hosted on Google Cloud and trusted by IT, security, and privacy professionals. 3D Cloud™ is also available on the Google Cloud Marketplace.***

## Layered Security Architecture

The 3D Cloud™ approach to security and privacy uses the latest technology and techniques. Every technical and operational layer has been addressed including:

- Physical infrastructure
- Software services
- Data persistence
- Service change control
- Service support

## Redundancy and Capacity Planning

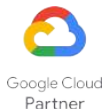
3D Cloud™ uses cloud-first architecture. It has the ability to auto-scale to handle increased demand dynamically based on predefined criteria, combined with features including:

- Services that automatically heal themselves when there is a problem
- Globally distributed services to provide the fastest service regardless of location
- 24/7/365 performance and platform monitoring

## Security Compliance and Audits

3D Cloud™ complies with industry standards and accreditation programs for operations, infrastructure, and security controls. We partner with Marcum auditors for third party oversight, compliance, and attestations including:

- SOC 2, Type 1
- SOC 2, Type 2
- ISO 27001/2013
- Penetration and vulnerability testing against the platform and services



“The fastest way for home brands to launch 3D applications is to work with Marxent. 3D Cloud powers every 3D customer journey and every 3D app, all under one roof.

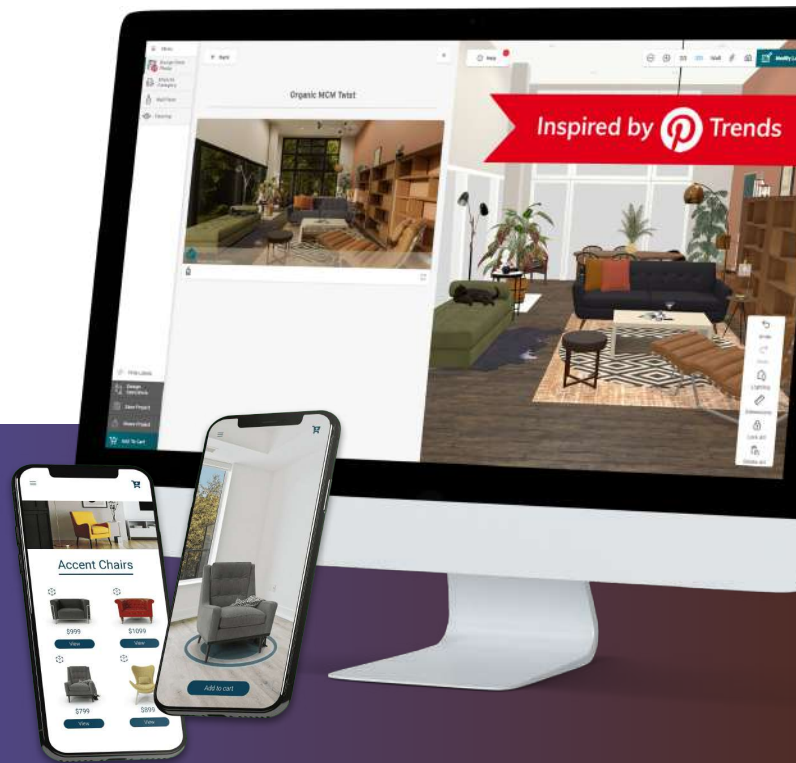
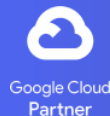
**Scott Perry**  
Executive Vice President  
Digital Marketing

**Jerome's**  
Furniture®

- ✓ Enterprise-class 3D platform
- ✓ One solution for all users & apps
- ✓ Serving shoppers, designers & stores
- ✓ Bridge inspiration, design & purchase
- ✓ Experts in the home category
- ✓ Customer success program
- ✓ Proven innovator
- ✓ Fast to market
- ✓ Proven ROI



# 3D Cloud™ Applications, every 3D commerce journey.



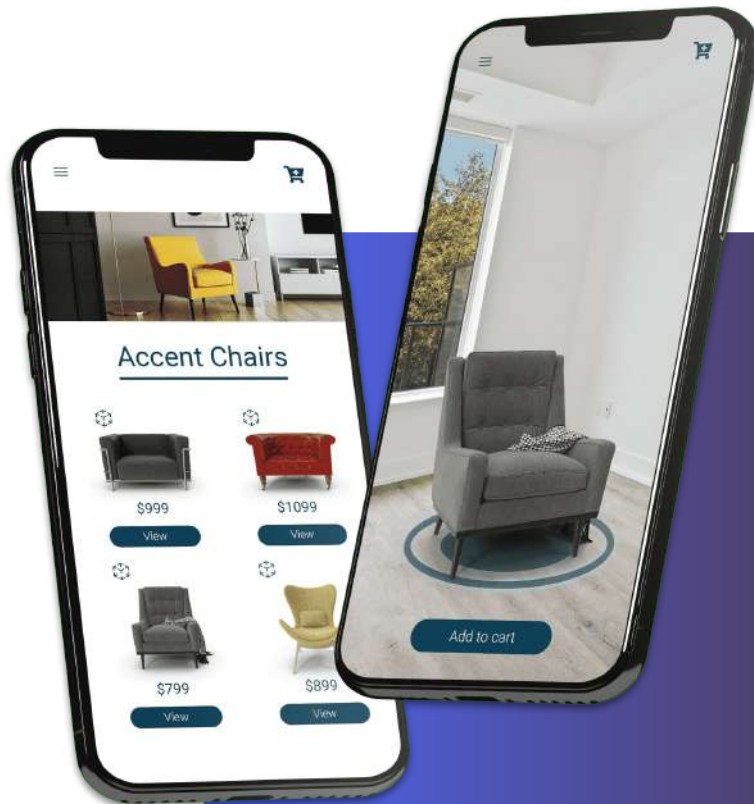
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# Augmented Reality

- Single product viewer
- Multiple product viewer & configuration
- AR mobile SDK (iOS and Android)
- AR portal (collections & favorites)



*4.2x increase in session duration*  
*4.5x improvement vs. average conversion rate*  
*61% of shoppers prefer to shop with AR*



# Product Configurators

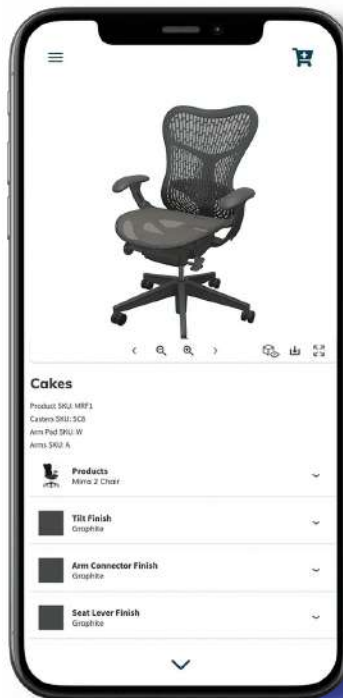
- Admin tools (e.g., self-service setup)
- Option picker (parts, materials, variants)
- 360 product spins (2D or 3D)
- 3D spin image download
- SIF support
- HD product renders
- WebAR On Demand<sup>™</sup>



*Avg of 6 configurations per session*  
*30% increase in add-to-cart rate*  
*30% view in WebAR*

[VIDEO](#)

[LIVE APP](#)





# Sectional Configurators

- Admin tools (e.g., self-service setup)
- Option picker (parts, materials, variants)
- 360 product spins (2D or 3D)
- 3D spin image download
- SIF support
- HD product renders
- WebAR On Demand™



*30%+ add-to-cart rate*  
*50% increase in cart conversion rate*  
*120% increase in average order value*

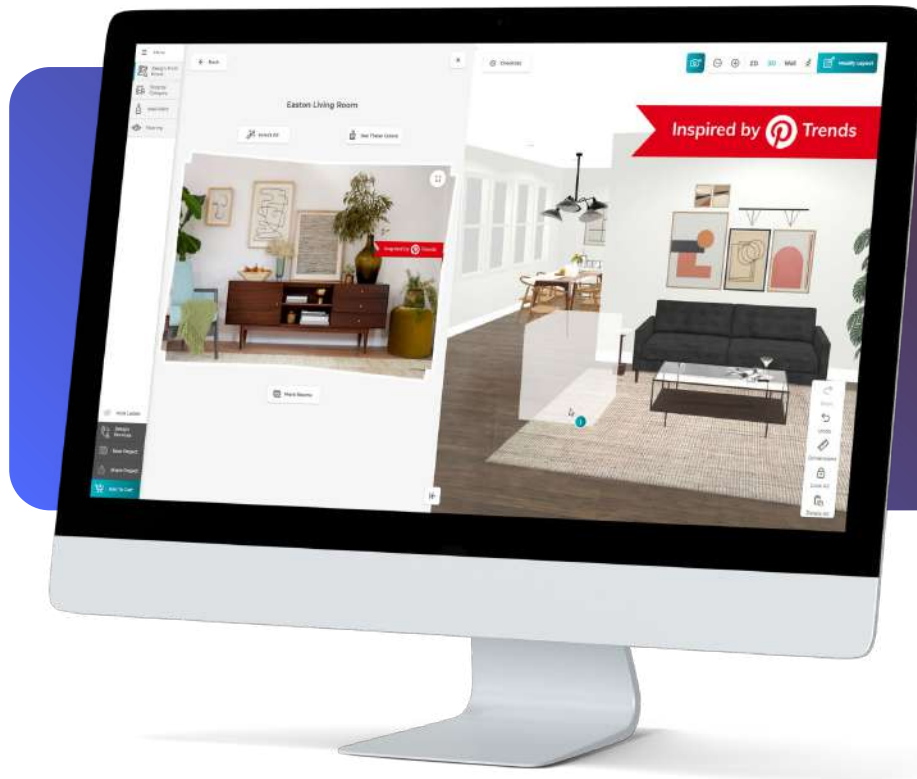


# 3D Room Planners

- Blueprint (floor plan creator)
- Drag & drop design
- Product list/bill of materials
- Sharing & collaboration
- Design from photo
- Automated design
- HD room renders
- Designer dashboard
- Room scanning (*coming soon*)



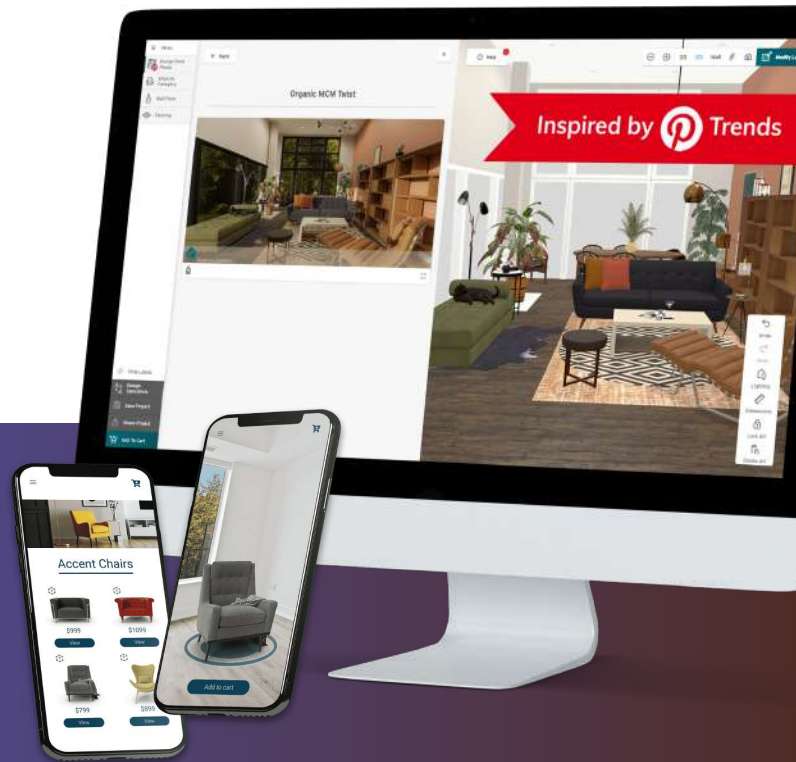
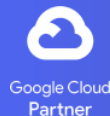
60% increase in average order value  
25% save rate, 2% ATC rate  
25% reduction in returns



[Link to HD Room Renders Created in Planner](#)



**One Platform,**  
scalable, extensible, secure.



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# 3D Experience Platform

**3DCloud™**

eCommerce  
Embedded  
Applications

WebAR

3D Product  
Configurators

3D Room  
Planners

2D Room  
Visualizers

Lead  
Generation

Supporting  
Applications

3D Product  
Configurator Builder

Designer  
Dashboard

Room  
Scanner

3D CMS

Content  
Ordering

Content  
Review

Content  
Publication

Content  
Syndication

Product Business Rules



3D Content +  
User Projects +  
HD Renders

Services

Identity/SSO

Add-to-Cart  
Quoting

Cloud HD  
Render Engine

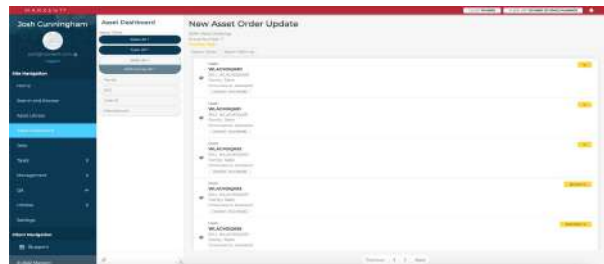
AI/ML

SDKs

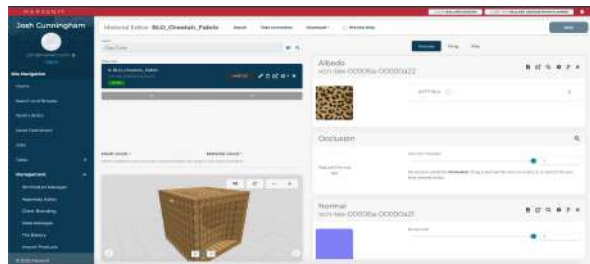
3D Cloud Analytics



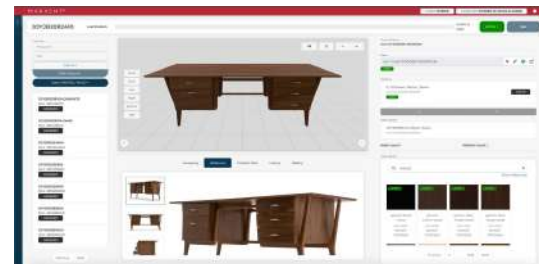
## CMS FEATURES



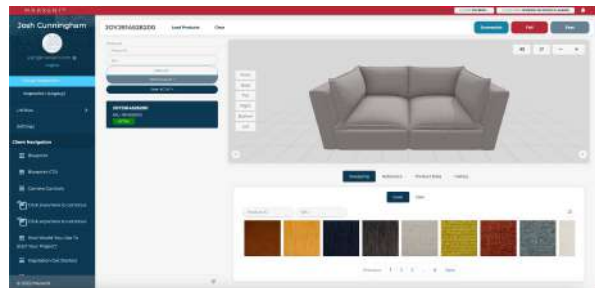
Asset Ordering



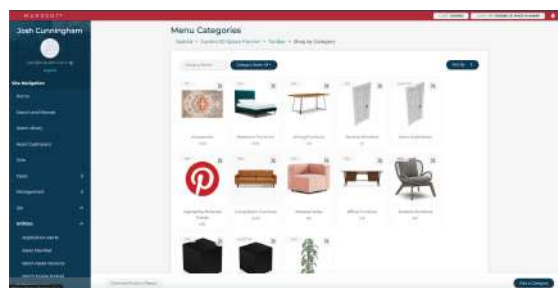
Asset Creation



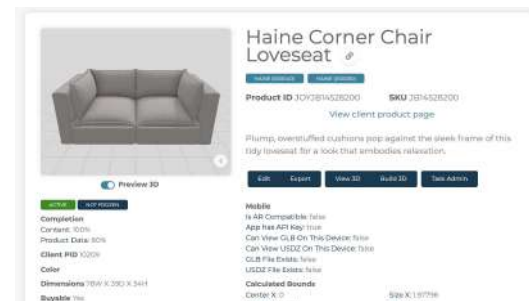
Product Data & Assemblies



Product QA



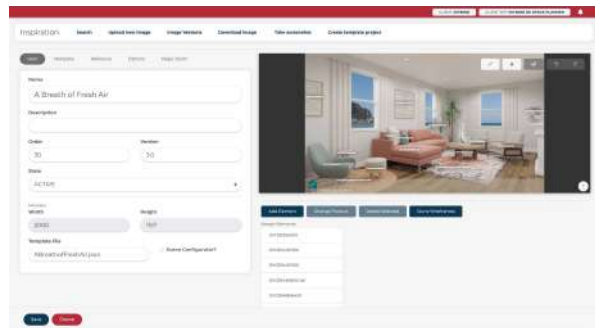
Catalog Setup



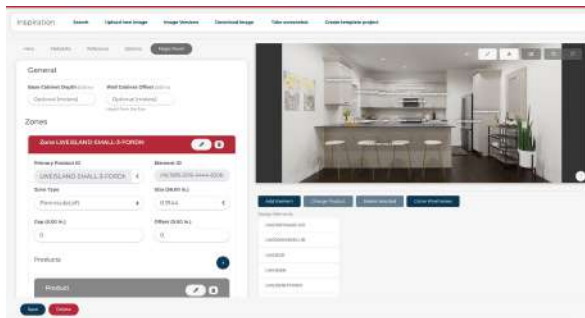
Asset Publication



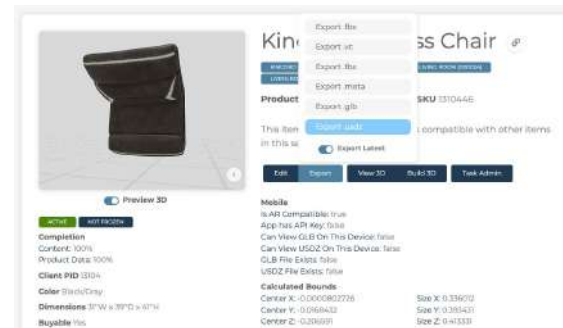
## CMS FEATURES



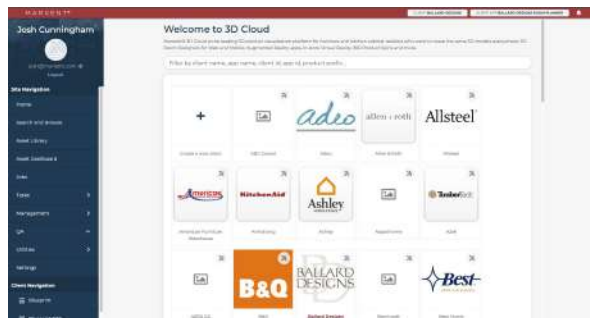
## Catalog Management & Merchandising



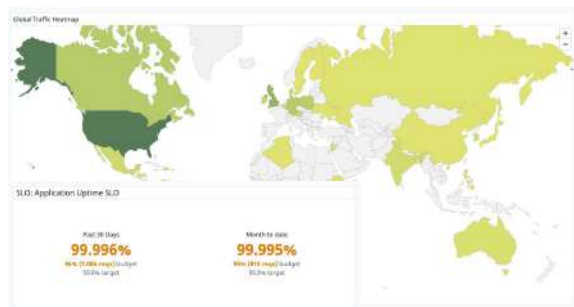
## Design Automation



### 3D File Download



## Application Management



## 3D Cloud Monitoring

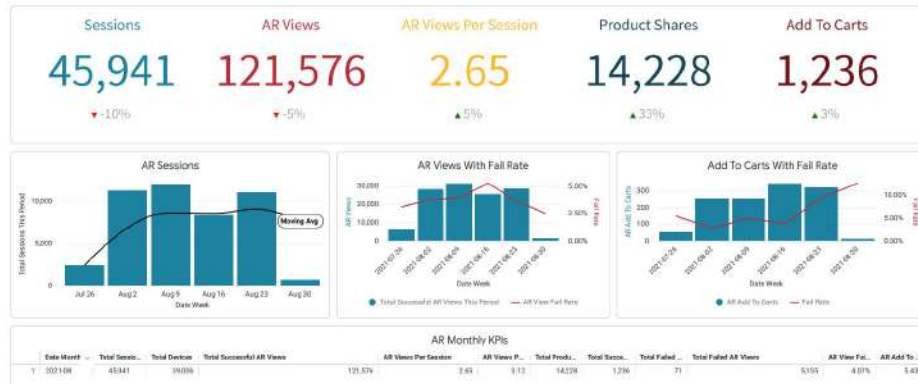


## Analytics & BI Suite

# ANALYTICS SUITE

MXT AR KPIs

Date Filter is in the last 30 days



- Sessions
- Users
- Save Rate
- Share Rate
- Order Values
- Leads
- Duration

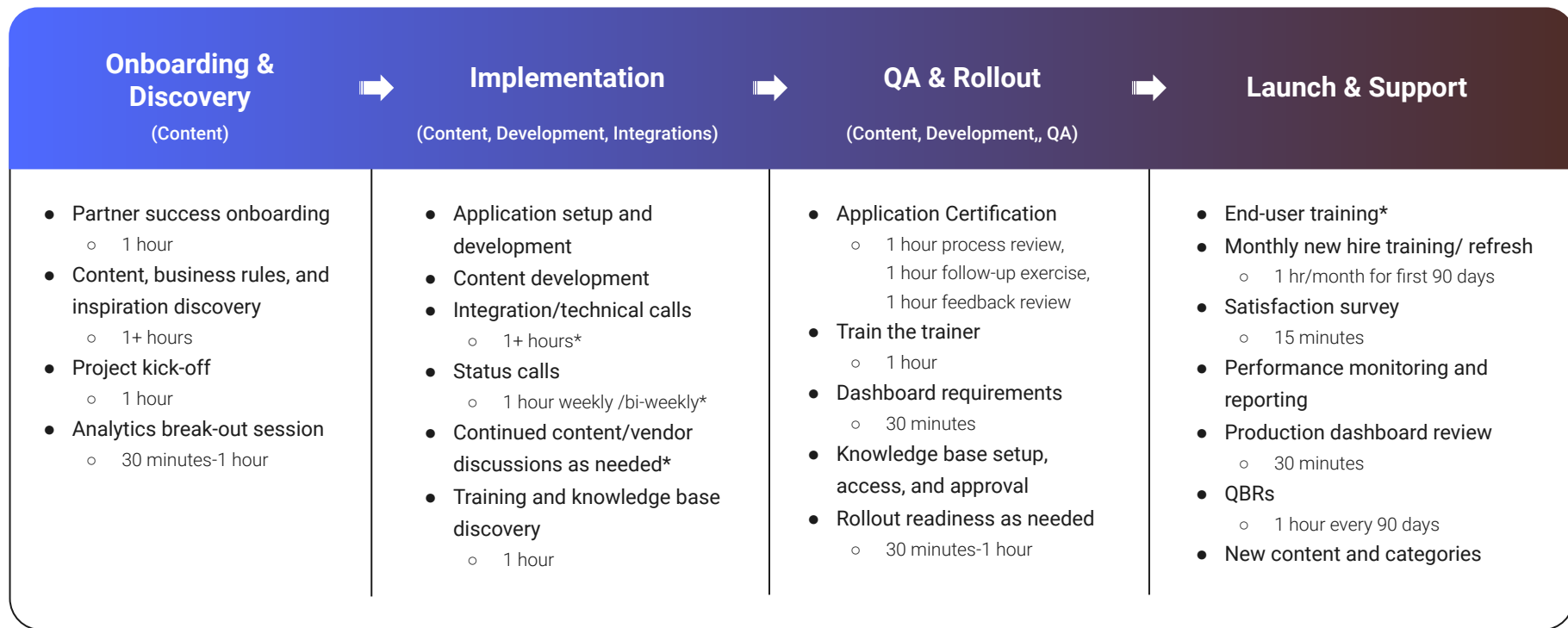
- Stores
- Regions
- Audiences
- Products
- Channels
- Inspiration
- Projects

- Typical integrations include checkout, CRM, SSO, and PIM.
- Identity management integration with Oauth 2.0 and other SSO systems.
- PIM data integration options include REST API, ETL data pipeline, data version, nightly batch processing or live pricing/availability, configurable rate limiting.
- APIs are documented with open-api following standard HTTP best practices including API Key security, microservice architecture with back-pressure, and webhooks for bi-directional communication.
- Front-end plugins support many forms of integration directly to websites, including seamless user session handoff, e-commerce checkout, and detailed user activity history.



## PROJECT MANAGEMENT

Average time for a full production release is 8-10 weeks



## Key Client Contacts:

1. **Client Product Manager:** Prioritize scope, determine application configuration options, review progress and status and approve final deployment
2. **Client Content Specialist:** Provide information on content that will be created for the application and approve initial proof models for accuracy
3. **Client Technical Lead:** Integration requirements, providing access to APIs, security contacts
4. **QA Resources:** Review and approve model quality

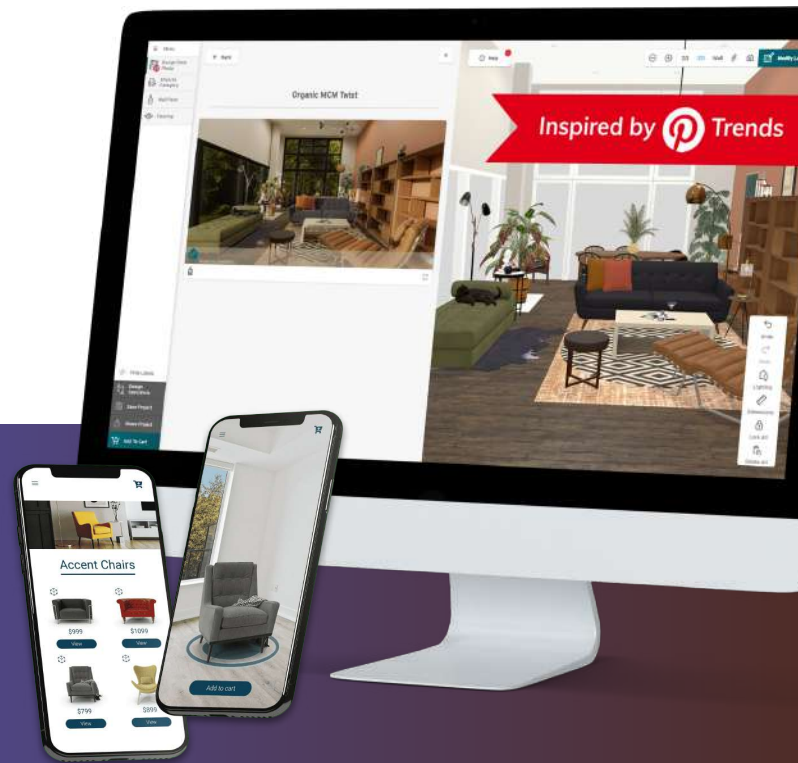
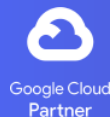
## Client Deliverables Include:

- |  |   |
|--|---|
| <input type="checkbox"/> Product identification and SKUs | <input type="checkbox"/> Inspiration photos or renders                |
| <input type="checkbox"/> Reference material              | <input type="checkbox"/> Pricing data                                 |
| <input type="checkbox"/> Product thumbnails              | <input type="checkbox"/> Availability data                            |
| <input type="checkbox"/> Business rules                  | <input type="checkbox"/> Branding assets, fonts and application icons |





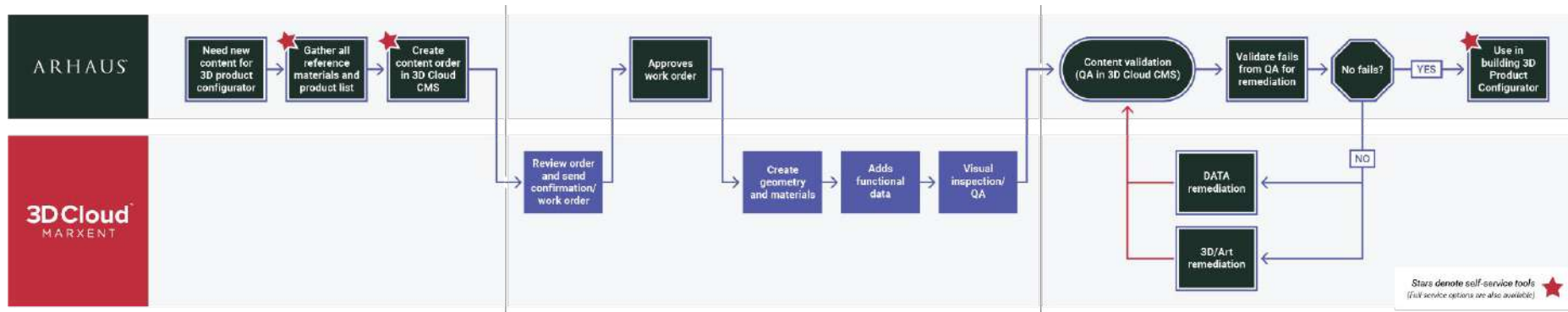
# 3D Modeling, Built for reusability.



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# 3D WORKFLOW

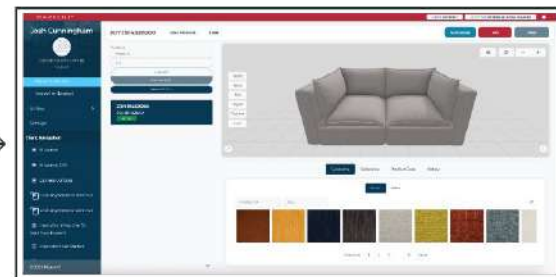
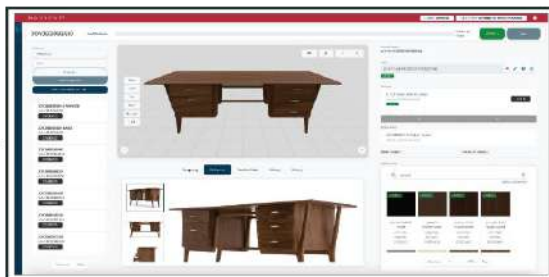
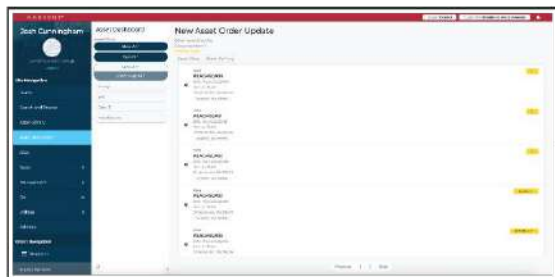
Standard delivery for an order of 300 products is 6 weeks



Order Management

Modeling & Data

QA & Configuration



MODEL EXAMPLES

Moderate  
Complexity/Detail



High  
Complexity/Detail



Very High  
Complexity/Detail



Special Items  
(Highest Quality/Detail)





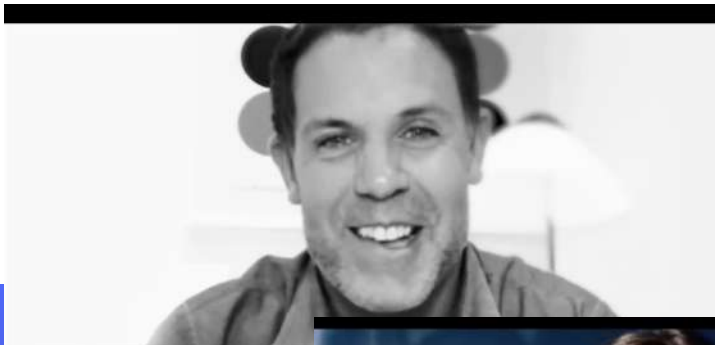
# Thank you

**3DCloud**<sup>™</sup>  
MARXENT

Beck Besecker, CEO  
[beck@marxent.com](mailto:beck@marxent.com)

## Case Study Video

# MillerKnoll +

**3DCloud™**  
MARXENT

**Ben Groom** | Chief Digital Officer



**Lorna Jean Marcuzzo** | Senior Digital Product Manager

- MillerKnoll is a collective of dynamic brands that comes together to design the world we live in.
- MillerKnoll and 3D Cloud partnered to launch a new, code-free system for building and maintaining consumer-facing, web-based 3D product configurators for furniture e-commerce, all powered by 3D Cloud.
- “3D Cloud brings efficiency and scale to our vision for next-generation customer experiences.” - Ben Groom, Chief Digital Officer