



3D & AUGMENTED REALITY SYSTEM

SATORI

# Immersive Product Catalog System

# About

The screenshot shows the Vibromech Online Catalogue interface. At the top, there's a navigation bar with links to HOME, ABOUT, ADVANCED TECHNOLOGIES, CATALOGUE, INN THINKING, NEWS & EVENTS, CLIENTS, and CONTACT US. Below the navigation is a search bar with a placeholder 'Search' and a magnifying glass icon. To the left, there are several filter panels: 'FILTERS' (Company: Alco, Audi, Alfa Romeo, Ashok Leyland, Beml; 2 items selected), 'MODEL' (A4 (B6, B7), A4 (B8, B9), A4 Avant (B6, B7), A4 Allroad (B6, B7); 3 items selected), 'CAPACITY', 'YEAR', and 'PART'. In the center, there are six product cards with images and labels: 'Rubber Damper' (an image of a metal pulley), 'Viscous Damper' (an image of three stacked circular components), 'Isolator' (an image of two black cylindrical components), 'Dampolator' (an image of two black cylindrical components), 'Couplings' (an image of two grey cylindrical components), and 'Flow Formed Pulleys' (an image of a single large black pulley). At the bottom right of the page, it says 'Powered By SATORI'.

**The satori 3D catalog with Augmented Reality, allows your prospective buyer to :**

- Interact with and understand your product.
- Enhance her buying experience.
- Enjoy greater confidence in their choice, reducing errors and returns.

**The Satori 3D catalog is available for web, mobile and PC platforms**

# Needs & Challenges?



## Product Specifications Vs Customer Expectations Vs Presentation Limitations

- Sales process is a tug-of-war between customer expectations and the limitations of what a catalog can show.
- Lack of product engagement.
- Cannot demonstrate full scope of the product .
- 2D pictures and text are inadequate.

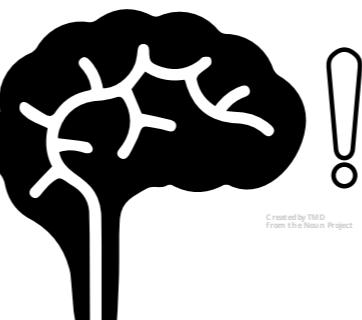
## Printed & Web Catalog

- Not engaging
- Not interactive.
- Browsing the website is very tedious
- No touch and feel

Created by Eucalyp

## Attention and Immersiveness

- Lack of attention
- Cannot visualize the product



## Website navigation and Filtering system

- Takes a lot of time to arrive at required product
- Does not contain all the required information
- 2D/3D Cad data is not available

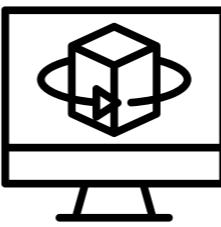
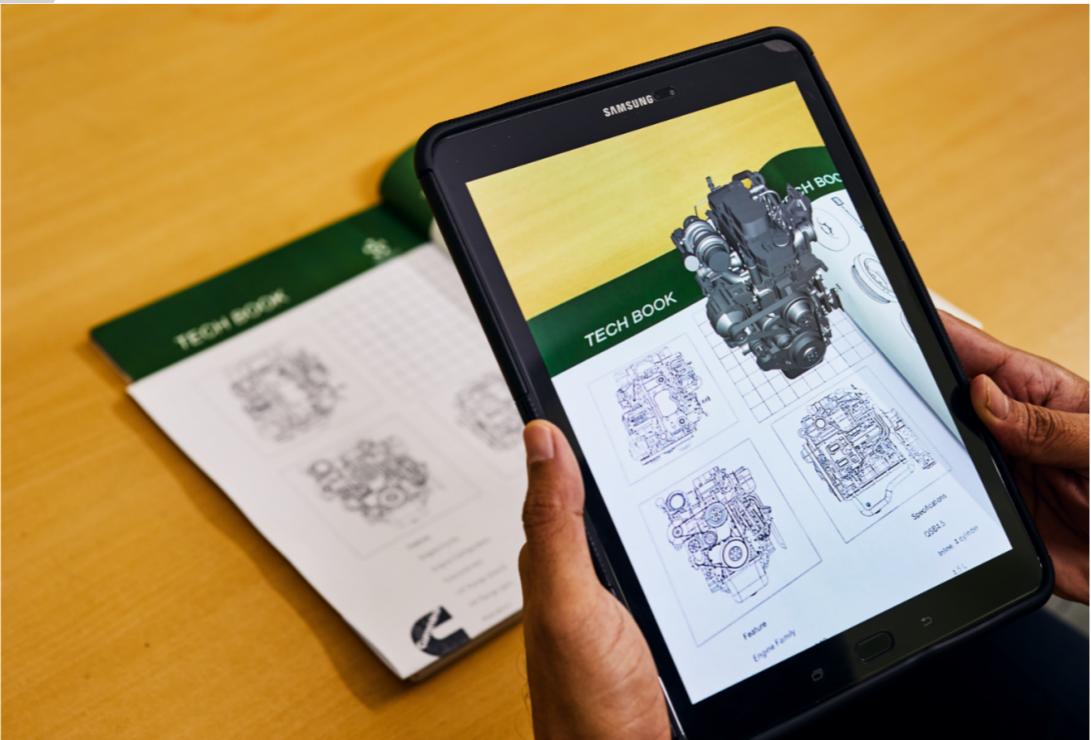
Created by Vicons Design  
from the Noun Project



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# Product Impact on Customer



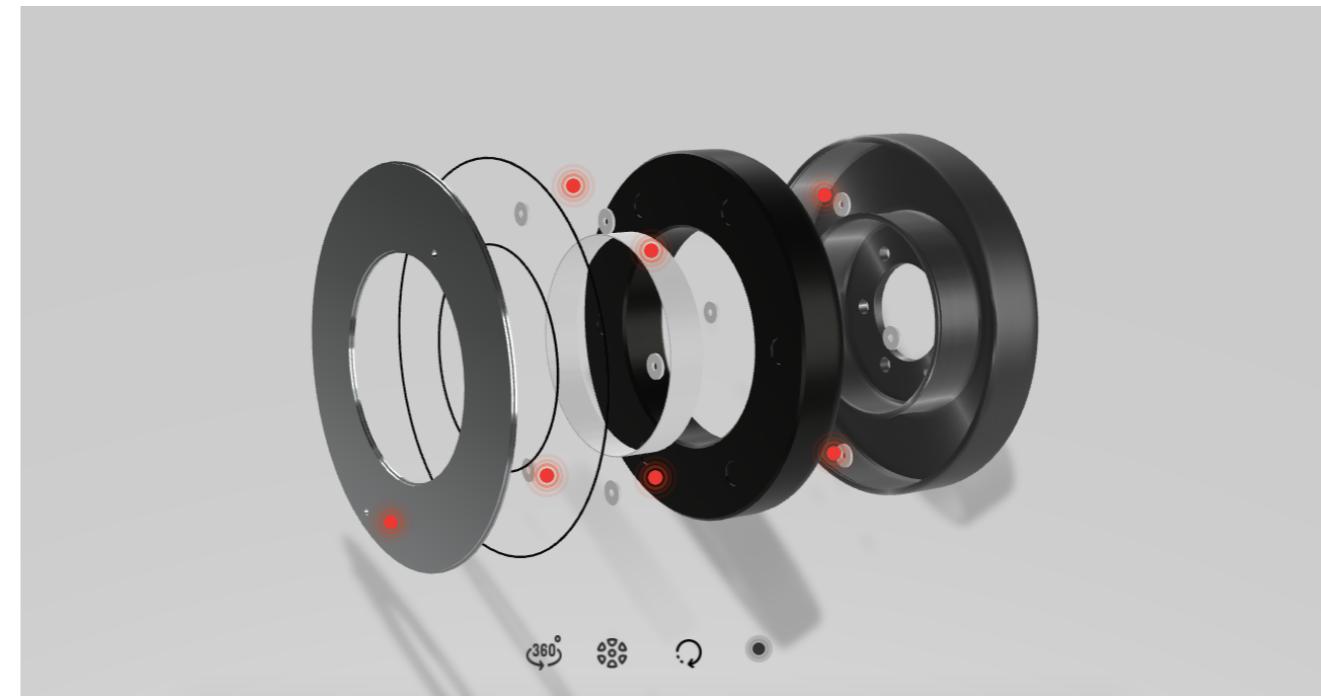
## Dramatic impact

- Engrossing visuals
- 3D models
- Point of View



## Customers point view

- 3D animations of the products as per storyboards
- An extensive filtering system for hassle free product selection
- Enhance situational awareness and empirical understanding
- Retention of knowledge and expertise
- Gamified Interaction



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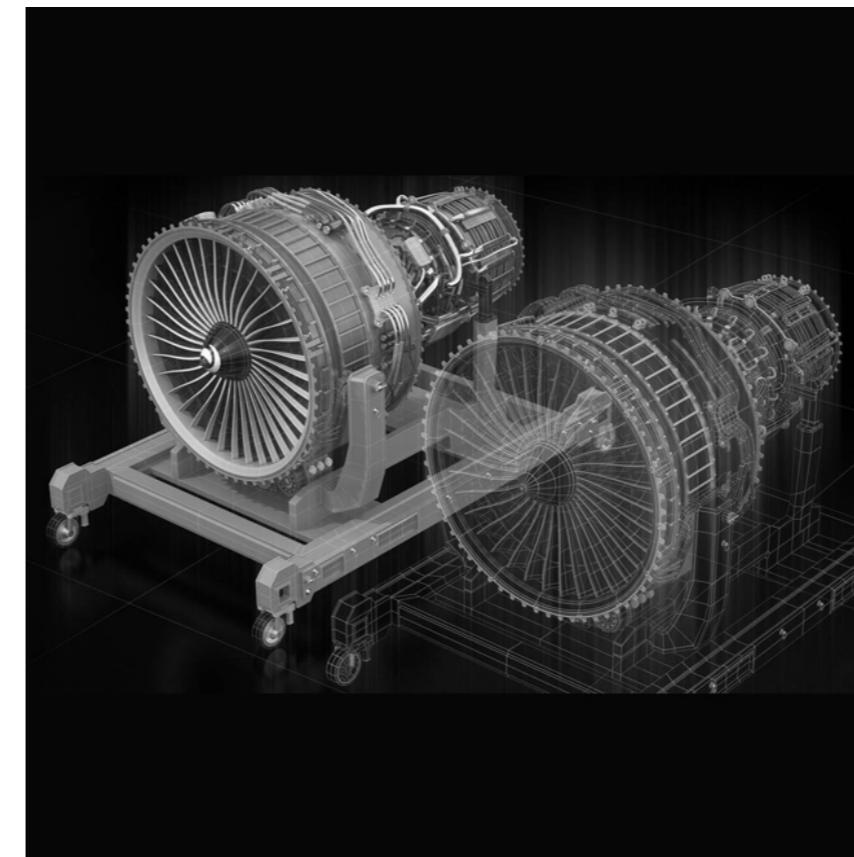
# Benefits to the company



Created by icongeek  
from the Noun Project

## Other Advantages:

- Digital twins of all the models
- Immersive models attract more customers
- Increased pace of learning and fault detection
- Deeper learning through interactivity
- Fewer distractions





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