

HOGESCHOOL UTRECHT

DIGITALE COMMUNICATIE

FACULTEIT VOOR COMMUNICATIE & JOURNALISTIEK

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# Content Management Systems for 3d Product Configurators

A VENTURE IN BUSINESS VIABILITY

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Jan. 2016

# 1 Abstract

Peppr is a company that specializes itself in building photo-realistic visualizations. Last year, Peppr was asked to build a product configurator for a company that makes bespoke tailor made shirts so their customers would be able to design their own shirts with custom colors, sleeves, buttons etc.

The current way of building said configurator, is to split up the product into different layers that resemble the options and create images for every configuration. In Peppr's case, there were 25 colors, 2 perspectives, 7 collars, 6 sleeves and 3 base shirts. This left Peppr with a sum of 6300 different images that had to be made, and if the client wanted to add another color, they would have to build another set of 252 images. This is a very timely and costly venture.

Thus, Peppr concluded the usual way of doing these types of projects is suboptimal, and started looking for an alternative, which is where this project comes to play. March 2011 (<https://en.wikipedia.org/wiki/WebGL>) was the first release of WebGL, an online OpenGL rendering system that directly renders to a computer's hardware.

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## 2 Introduction

Your introduction goes here! Some examples of commonly used commands and features are listed below, to help you get started.

If you have a question, please use the support box in the bottom right of the screen to get in touch.

## 3 Some L<sup>A</sup>T<sub>E</sub>X Examples

### 3.1 Sections

Use section and subsection commands to organize your document. L<sup>A</sup>T<sub>E</sub>X handles all the formatting and numbering automatically. Use `ref` and `label` commands for cross-references.

### 3.2 Comments

Comments can be added to the margins of the document using the `todo` command, as shown in the example on the right. You can also add inline comments too:

### 3.3 Tables and Figures

Use the `table` and `tabular` commands for basic tables — see Table ??, for example.

### 3.4 Mathematics

L<sup>A</sup>T<sub>E</sub>X is great at typesetting mathematics. Let  $X_1, X_2, \dots, X_n$  be a sequence of independent and identically distributed random variables with  $E[X_i] = \mu$  and  $\text{Var}[X_i] = \sigma^2 < \infty$ , and let

$$S_n = \frac{X_1 + X_2 + \dots + X_n}{n} = \frac{1}{n} \sum_i^n X_i$$

denote their mean. Then as  $n$  approaches infinity, the random variables  $\sqrt{n}(S_n - \mu)$  converge in distribution to a normal  $\mathcal{N}(0, \sigma^2)$ .

### 3.5 Lists

You can make lists with automatic numbering ...

1. Like this,
2. and like this.

...or bullet points ...

- Like this,
- and like this.

We hope you find `writeLATEX` useful, and please let us know if you have any feedback using the help menu above.