Online 3D SHOWROOM for Vendors

Feature your products in 3Dream.net. Increase visibility by accessing the 3Dream community *(designers, retailers, etc.)* **in this virtual interactive program.**

ABOUT THE PROGRAM

3Dream is much more than just a 3D room planner – consider it a Virtual Showroom.

This online program is the link connecting designers, retailers, manufacturers & consumers. Offering unparalleled access, this unique design environment lets customers envision their rooms - with your items in it. With even the most basic computer skills, users can easily and comfortably navigate and design with this exciting tool.

3Dream is all about options. With Brick & Mortar stores struggling to inventory a multitude of options, they're usually not able to display all of your offerings on their showroom floor -but they can now show them in the 3Dream's virtual world. Featured in stunning realistic rooms, your products can be selected and modified according to your available options such as; finish, fabric, style, size, etc.- then a detailed personalized shopping list can be generated. Increase your brand exposure to retailers, design professionals and consumers.

- Showcase your products in your own 3Dream Virtual Product Mall
- Accessed through the internet, the 3Dream website is hosted on our secure servers
- Users can search your products under your Manufacturers 'tab' listing in 3Dream
- Access to homeowners through retailer / dealer networks

Access to target markets;

- Give retailers the tools they need to sell more of your products
- 65,000+ Design professionals - access to these potential promoters of your items
- 30,000+ Decorators, Stagers, Re-designers, Builders, etc.
- Countless homeowners

3D Catalogue Creation / product upload

- Create a 'digital showroom' of your entire catalogue or start with your top 10-20%
- Load your catalogue into 3Dream as 3D models with all of their applicable options
- Object properties and specifications listed for each individual 3D modeled product
- Feature new items – you maintain your own digital showroom.
- Products are easily found in keyword search - listed in all applicable categories

Showroom / Vignette Planner

- Showrooms can be designed by Head Office to reflect specific individual store needs. Open and edit existing store plans for seasonal changes, product introductions, gallery layouts, etc.

Product Development

- Each individual model can be modified (options & finishes) - these changes are instantly replicated – enabling you to test unlimited combinations & configurations
- R&D - Poll consumer opinion by trying new finishes or options before manufacturing
- Communicate visually with your product engineering/development team

ABOUT THE PROGRAM - continued

Lead Generation

- Expand your client base – The community of 3Dream users specifying products in their designs can access your virtual catalogue of 3D models
- 3Dream visitors creating room plans with your products can generate and print "shopping lists" - then be directed to their local dealer to shop for your products
- Lead generation - Contact information fed back to master account administrator
- Set up your dealers, clients as sub-users of your account
- Receive detailed product 'use' reports of what, when and where items were used in designs

Training supplied

- 1 hour – remote orientation training for your 3Dream Virtual Showroom Administrator
- Live customer care and technical support is just an email or call away

TECHNICAL INFORMATION

Requirements for optimum use:

- Create 3D models of your entire product line and upload the catalogue into 3Dream making it accessible to retailers, design professionals and consumers
- A 3Dream trained employee responsible for; uploading new models - maintaining new and discontinued product information administration of Dealer network and sub-accounts
- Operating system - PC or Laptop, with color printer - upgraded graphics card and High speed Internet access (DSL minimum) 3Dream.net uses very similar technology that video games adopt. As such, the computer and hardware greatly affect the performance that your experience. There are four essential components that will enhance the experience, and the following chart represents 'good', 'better' and 'best' scenarios when evaluating your existing computer equipment, or looking at upgrading.

COMPONENT		GOOD	BETTER	BEST
Computer processing (CPU) speed		1Ghz	2Ghz	3-4 Ghz
Memory (RAM)		512 Mb	1Gig.	3-4 Gig.
Internet Connection Type		DSL	Cable	TI
Video Adapter – 3D Graphics Card	ATI	X1300 (256 Mb)	X1950 (256 Mb)	2900XT (512 Mb)
- or-	Nvidia	7600 (256 Mb)	8600 GTS (256 Mb)	8800 GTX (768 Mb)

The basic rule of thumb when considering hardware;
- The faster the computer (processor & RAM), the better
- The faster the connection speed the better (DSL is certainly adequate)
- With 3D graphics, decent video cards enhance the experience and quality of snapshots

MAC not yet supported

FEE STRUCTURE

Program set up (lst year set up includes): Fee $ 995.00 *(Account duration –1 year, renewable annually)*

Branding for Vendor / with 3Dream Virtual Showroom Administrator

- Company information page
- Product maintenance, catalogue training and support
- Reports Branding; custom reports available
- Technical Support
- 3 house accounts (3Dream PRO 'users' accounts), multiple access accounts plans available

FEE STRUCTURE - continued

Program set up (1st year set-up includes) *continued*

Catalog Upload of 3D models
• Catalogue Upload – work with your 3Dream Administrator to upload new models

Train 3Dream Virtual Showroom Administrator
• 1 hour – remote orientation / training of your 3Dream Virtual Showroom Administrator
• 1 hour – help Administrator establish account, logo, customized reports, permissions, (turning functions on / off as suitable to Vendor, determine who receives leads, etc.

Lead Generation
• Incoming leads will be forwarded to designated Vendor contact for redirection to Vendors dealer network.

Program set up (2nd and subsequent years include):   **Fee $ 500.00**   – annual maintenance, includes program updates

Administrator assistance
• 1 hour refresher training for your 3Dream Virtual Showroom Administrator
• Technical Support and Maintenance

Lead Generation
• Leads will be forwarded to designated Vendor contact

Product Slots / Catalogue Upload Fee - Fee per product slot / annually

• Purchasing product slots – essentially rental of digital exhibit space in a virtual mall. When uploading 3D product models, Vendor must supply relative product data for each model in a digital format - ie; Excel, size, dimensions, finishes, etc. If using your own models, please see Model Requirements (in Modeling of Products) section below.

Product Slot costs: As low as $10.00 per item, Product Costs are based on the number of product listings required in 3Dream - the more items you have the less each item will cost per slot.

Modeling of Products / Fees

The 3Dream virtual world utilizes replicas of real items. As such Vendor products need to be modeled in 3D. These models are a digital asset and are owned by the Vendor. They can be locked with specific sizes, options, finishes etc. or they can be fully customizable and scalable.

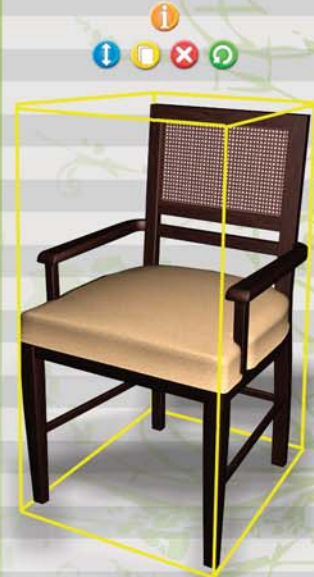**Model Creation Services – fee is per item and is a one time asset cost**
• Fees range from $50-$200 - dependent upon complexity of the item. We can quote fixed prices for modeling services based on model qty required
• Suggestion - Start with the top 10% - 20% of your best sellers and introductions
• Cost comparison - analyze your current spend on commercial photography or your products, and trade magazine display ads, etc.

Please note, model costs are based on unique items created. Ie; Round table (available in various sizes and finishes) = only one model. Upon analysis of your product catalogue exact pricing will be provided in your written proposal.

Prices outlined below are based upon a single model being created, texture-mapped (to allow changing finishes/fabrics) and uploading to the 3Dream platform for use. This chart is an approximation only of modeling costs which are based on medium complexity models / Oct. 2008.

FEE STRUCTURE - continued

Category	Product	Product Breakdown	Modeled, Mapped & Processed
Area Rugs	Area Rugs	Rugs/ Runners/ Mats	$50-$70
Art	Wall Art	Wall art / frames	$50-$70
Bedroom	Beds	Bookcase/ Poster/ Sleigh	$160-$200
	Dressers	Armoires/Chiffarobes	$140-$160
	Occasional	Chests / Benches	$100-$120
	Night Stands	Dressing tables/ Vanities	$100-$140
	Accessory items	Stools / Mirrors	$80-$120
Seating	Chairs	Office / Accent /Ottomans	$160-$200
	Home Theater Seating	Left/R.Armchair/Armless/Wedge	$100-$160
	Sofas	Loveseats, Occasional	$120-$180
Home Office	Desks	Writing/Computer/Executive	$120-$180
	Bookcases	Open Bookcase/ BC with doors	$100-$160
	Display Case	Display Case Top/ Case bottom	$120-$180
	Credenza	Computer Credenza/ Hutches	$120-$180
	Computer Cabinet	Computer Cabinet Tops / Bases	$120-$160
	Lateral File	File cabinets	$100-$120
Home Entertainment	Media Storage	Armoire Top/Base/Piers	$100-$140
		Console w media storage	$120-$180
		Curved Curio Corner Wedge	$120-$140
Accent Occasional	Tables	Cocktail Tables	$80-$120
		Sofa Tables & End Tables	$80-$120

Animated models

• $100 to 400 - Animation of products quoted individually
• Some products benefit from built-in animations by showing moving features & functionality (ie; drawers opening to show interior options). We can provide model animation services and these are billed on a per item basis.

Model requirement

• If a Vendor chooses to provide it's own models (using it's own 3rd party modeler), ViewIT reserves the right to refuse any models, textures, etc. that do not follow our specified model creation guidelines. This is necessary to maintain a consistent level of quality within the working environment.

Review the program – Have your IT Department,

• VISIT www.3dream.net and sign up for a free trial offer.
• FREE TRIAL OFFER - In order to prevent fraudulent use, only one free trial account per valid credit card will be allowed. Please note *– your credit card WILL NOT be charged* until you request an upgrade and select a Pro or Premium account. This credit card process is used to protect the integrity of the site, user's privacy and confidential information between 3Dream's community of users and product Vendors.

Digital showroom - showcase your products worldwide in 3D!
Please ask us how 3Dream can also be embedded on your web site.
Send us your catalogue to obtain a proposal for your specific business needs.