

# *arkid*

## Showcase products like never before.

Modern product visualisation for baby and toy products  
through 3D-Modelling, Augmented Reality, Motion Design  
and Digital Imaging.



## 3D, AR, VR, XR ?

3D, AR, VR & XR describe new ways of visualising digital content. While the examination of products on smartphone or computer screens was previously only two-dimensional, there is now the possibility of spatial interaction and the viewing of objects from different angles.

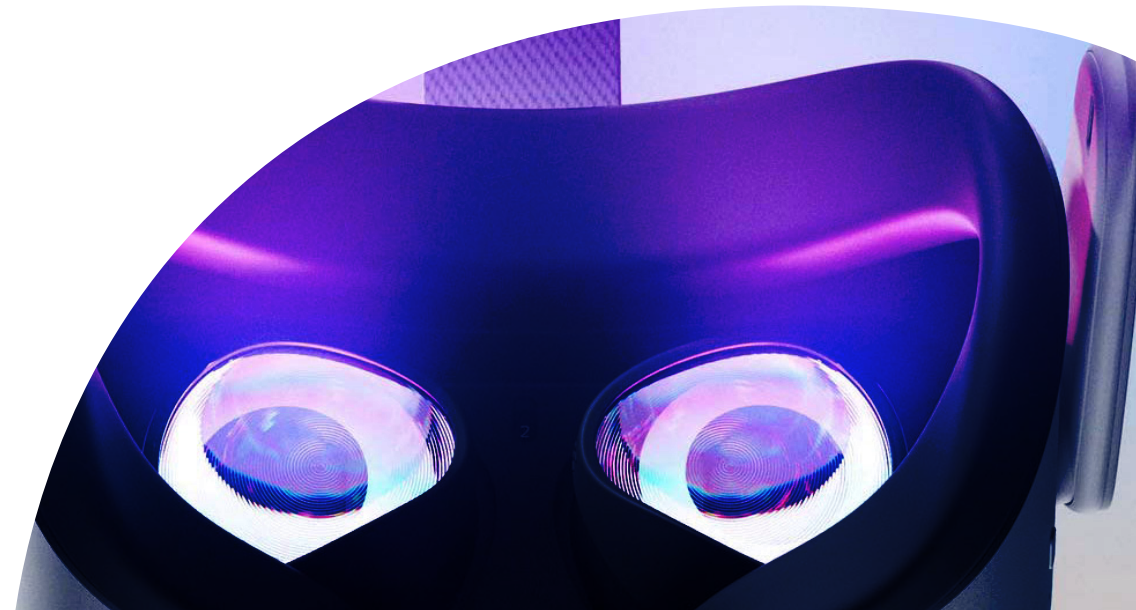
In this way, every product can be experienced in your own living room. This interaction has a strong influence on the consumer's cognitive perception and the purchasing process.

ARkid offers the unique possibility to professionally prepare tangible products for 3D visualisations, augmented reality, virtual reality and at the same time for videos and product photos — through a “digital photo studio”. This results in considerable advantages for the use in a customer environment:

## Advantages

The use of these forms of visualisation, in particular AR or 3D configurators, creates strong touchpoints and benefits:

- *Location-independent, intensive product experiences with a wow effect among a demanding target group*
- *Cost-efficient and fast development of product representations (for images, videos, web shops, marketing campaigns and trade fairs)*
- *Innovative positioning of your brand with a First Mover Advantage in a competitive market niche*





## ***The Path to Modern Product Visualisation***

The qualitative implementation of a digital product representation follows a clear schedule, requires no special technical knowledge on client-side and can be implemented quickly.

Projects can be realised within a few weeks' time utilising ARkid, through our actively accompanying consulting and proven processes – no matter for which product area.

### ***Step 1***

#### ***Project Planning & Supply***

- Objective, resource plan and cost estimate
- Delivery of product information, including technical drawings, colour values and product samples

### ***Step 2***

#### ***3D Modelling & Implementation for AR***

- Modelling, texturing and final design
- Transmission of the models via ARkid Asset-Cloud for efficient feedback creation and integration of change requests

### ***Step 3***

#### ***Creation of Assets***

- Generation of product images, videos, AR models, 3D configurators and other applications based on the 3D model
- Easy provisioning of all assets via ARkid Asset-Cloud

## 3D Modeling

An essential prerequisite for the use of digitised products is the modelling as a 3D object. On this basis, numerous possible applications can be created, such as images, videos, 3D configurators and in the context of AR, VR & XR.



**Client:**

MAM Babyartikel GmbH



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## ***Augmented Reality, Virtual Reality & Mixed Reality***

Our specialisation in AR, VR and XR allows the realisation of exciting and modern customer experiences from simple products to complex marketing campaigns – whether online, in apps or in stationary retail.



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## *The digital photo studio*

The digital twin of a physical product allows the uncomplicated and fast production of assets such as photos and videos of numerous colours, materials and variations of models.

Cost-intensive photo shoots for products can thus be reduced.

### **Client:**

MAM Babyartikel GmbH



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## 3D configurators & visualisations

The special technology of ARkid allows the creation of flexible product configurators for websites and apps - for B2C as well as B2B.

Client:  
AXKID



360°



## Virtual Presentation Rooms for AR & VR

For the digital presentation of brands and products, we also develop virtual rooms that are accessible via smartphone, computer or VR glasses. With the help of game engines, specially crafted experiences for location-independent sales and distribution (B2B) or like in a retail store become real from the consumer's living room (B2C).

BDKH Press-Room





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## *Showrooms for Desktop, Smartphone & VR (B2B)*

Especially at a time when physical participation in trade fairs is difficult to realise in our industry, we offer a concept that enables lifelike interactions in virtual showrooms with highly realistic graphics. Via an invitation link, customers can immerse themselves in branded showrooms, move around freely and interact with products. The computing power for the high-resolution computer graphics comes from our servers and is not needed on the client side.

**Client:** bébé-jou / Atelier 49





## AR-Games & Experiences

Interaction with augmented reality is becoming daily business. With ARkid, digital (play) worlds can be realised in the children's room, in stationary retail, at physical trade fairs or simply in the open air.



**Client:**  
„Das Spielzeug“

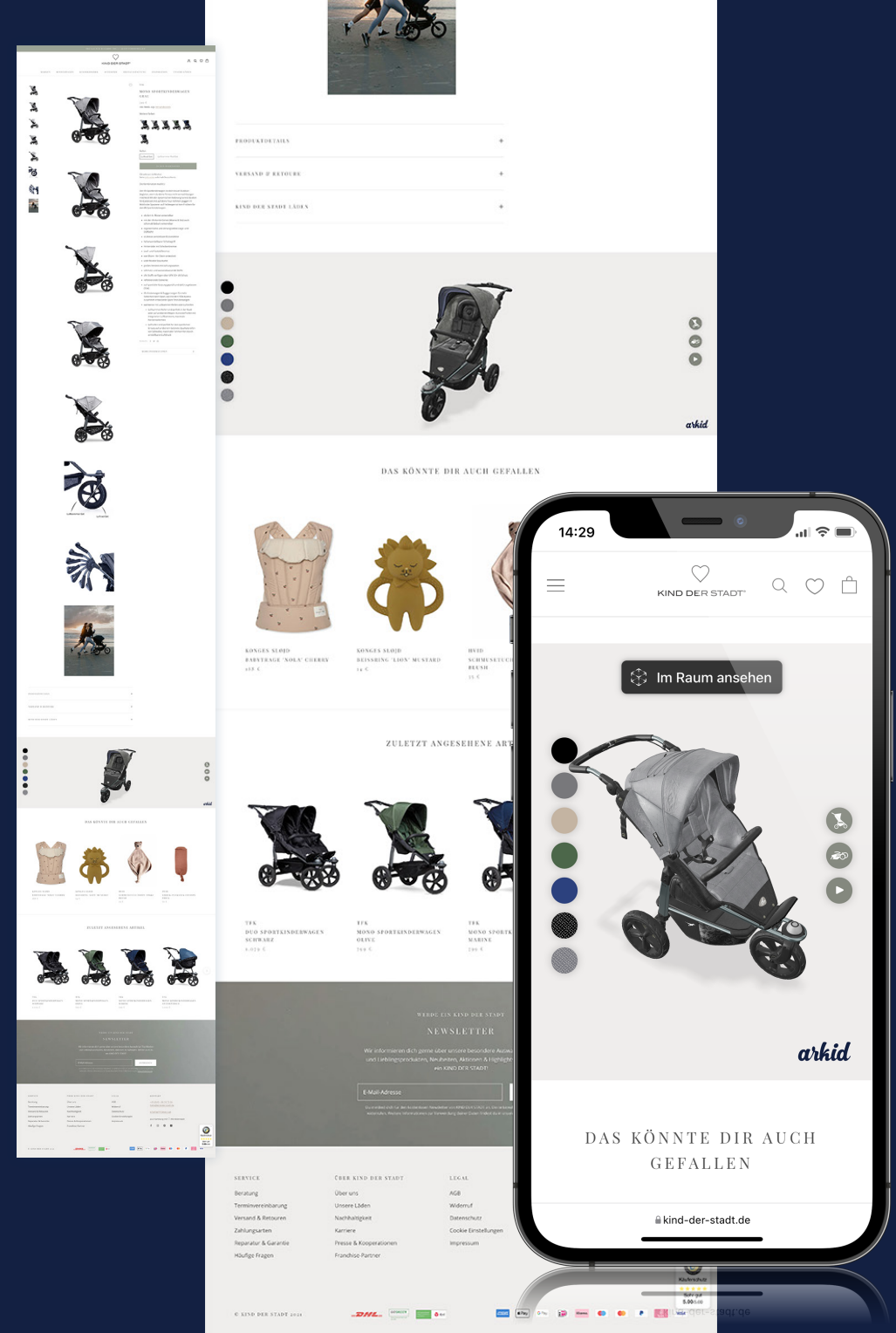
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# arkid CLOUD

## ARkid Cloud - Integrations of 3D/AR viewers in retail and POS

ARkid Cloud is increasingly becoming the industry standard that enables retailers to include 3D and AR models in their shop without any prior technical knowledge. Adapted to the shop's own layout or brand experience, the ARkid Cloud offers easy embedding on the product pages. This allows brands to quickly distribute their virtualised products to numerous retailers and both parties benefit from increased sales.

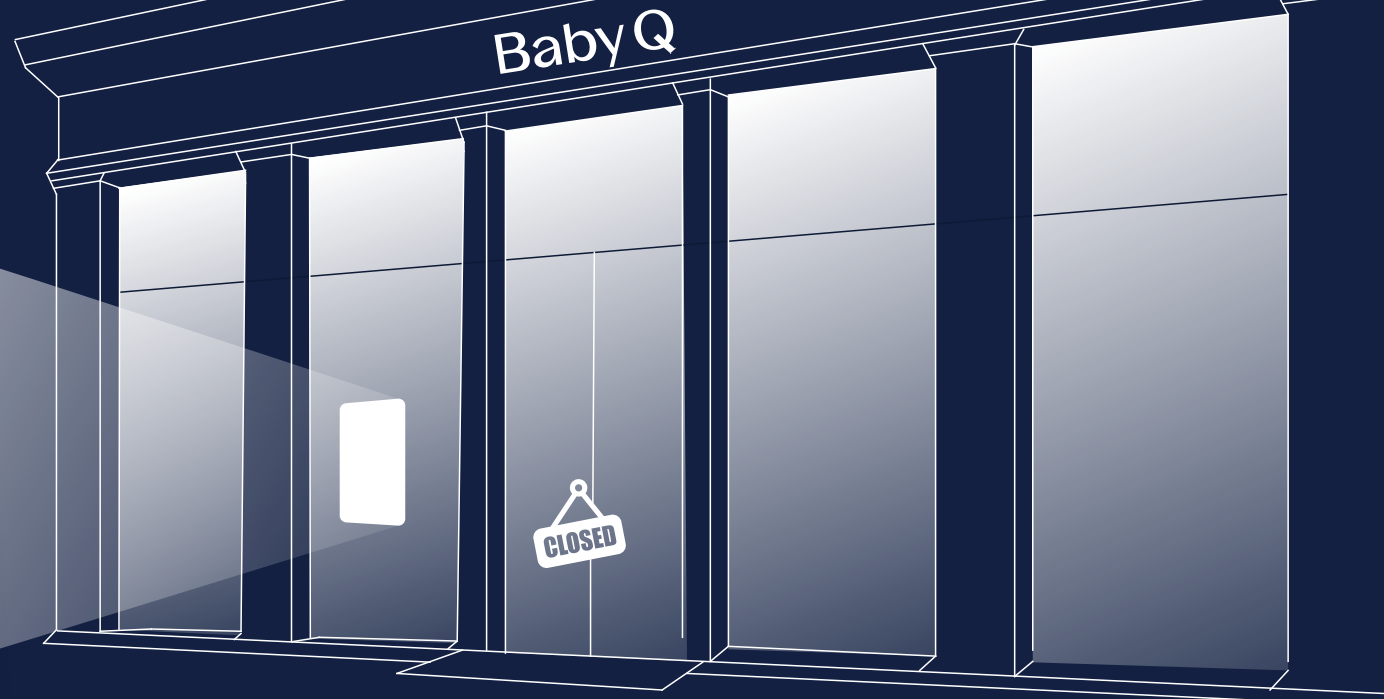
Shop: Kind der Stadt  
Brand: TFK



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Warranty  
directly from the  
manufacturer

Hydraulic  
suspension &  
Hand brake



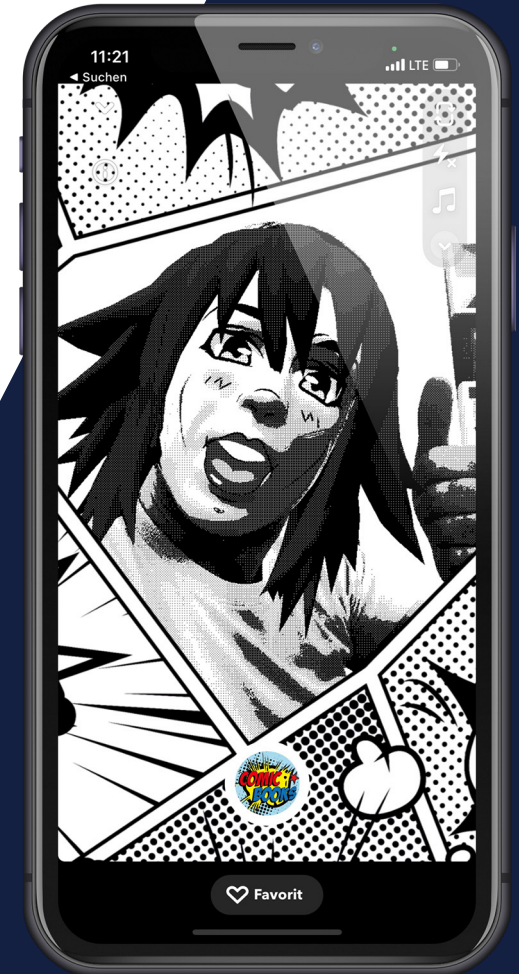
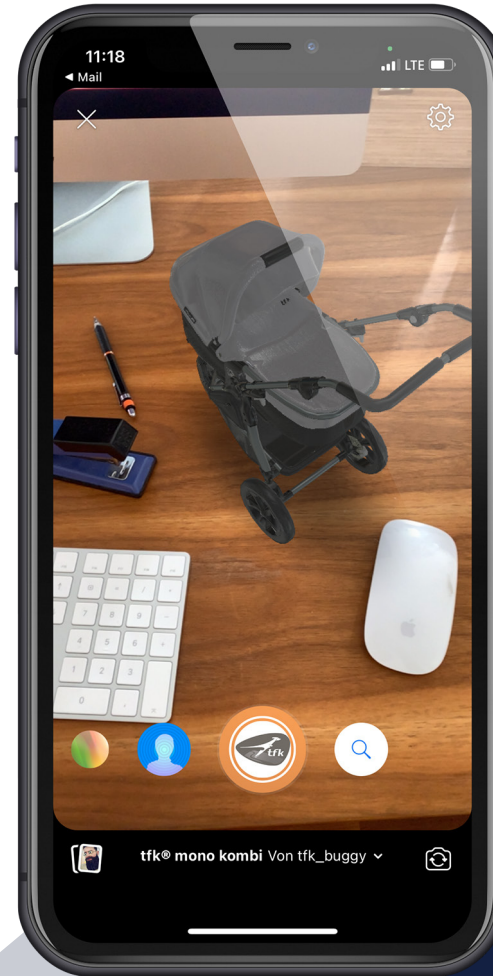
## *Geolocal AR and AR in retail*

Our understanding of modern visualisation technologies and their embedding in everyday life allows us to implement sales-promoting AR concepts in retail spaces as well. We embed virtual products in stationary settings (retail, out-of-home, etc.) and conjure them up in the space in front of a shop, for example, even outside opening hours.



## AR in Social Media & Ads

Platforms such as Facebook, Instagram, Snapchat or TikTok allow the integration of Augmented Reality filters, experiences and posts. ARkid carries out the implementation in the the respective authoring tools of the platform operators and assists the well thought-out use in the various channels.



### Client:

„Trends for Kids GmbH“ & Comic Experiment



## E-commerce Integrations

With ARkid you can integrate augmented reality in all online shop platforms:



WooCommerce



Spryker



Amazon



Shopware



Shopify



Prestashop



Magento



Open Cart



Custom Shop

## Supported Technology Platforms

ARkid relies on modern frameworks and 3D engines and supports the AR possibilities of popular social media platforms:



WebXR



Apple  
ARKit



Google  
ARCore



Unity



Snapchat



Amazon  
Sumerian



TikTok



Facebook  
SparkAR



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## In the press

With our expert articles we provide valuable impulses for the baby industry and share useful knowledge around AR, VR and XR.

baby&junior

TOYS

babybranche

1st Steps  
das spielzeug



baby&junior



1st Steps  
Trade and Retail, Retail & Retail



# arkid

## Customers & Partnerships

At ARkid, we support our customers from strategy and qualitative implementation to the evaluation of measures.

In the marketing and advertising environment we work together with numerous well-known companies in the baby industry. We have already been able to implement exciting AR projects with these brands:



Our partnership includes, among other things, association-level, such as the Bundesverband der Kinderaustattungs-Hersteller e.V. (BDKH).



**Bundesverband**

Deutscher Kinderausstattungs-Hersteller e.V.

ARkid Mornings:  
We also offer our customers free webinars and consultation appointments around the topics augmented reality, virtual reality and mixed reality.



## Publisher & Agency Combined

Since 2006, FOKUS KIND Medien has been operating the most popular family media in the southern German-speaking region. Besides, FOKUS KIND supports the family-themed sector as an agency from consulting to the implementation of innovative, digital projects.



BabyForum



BabyDiary



Baby Academy  
Austria



Hebammen-  
umfrage.at



Schwanger.at



yaaBaby  
Shop



iWoman



BabyCheck

As a renowned and specialised publisher, we reach millions of users on our popular media such as Schwanger.at and BabyForum.at, on internationally used apps like iWoman or Baby Diary and the family expert and networking conference BABY ACADEMY Austria. We are the Austrian partner of the BABYWELT fair and are actively involved in the cooperation with the Austrian midwifery committee. As a result, we count well-known companies such as Medela, MAM, Stokke, TFK, HiPP, Ergobaby and many more among our long-standing clients.



## ***Your Project Team***

### **Stefan Eipeltauer**

Founder of FOKUS KIND Medien and ARkid with 20 years of experience in the digital sector. Since 2006, Stefan has been an active participator in the baby industry, consultant for many brands and expert speaker at trade fairs such as Kind + Jugend.



### **Barbara Brischar**

Senior Digital Marketing Consultant. Barbara is a marketing and advertising specialist with almost 10 years of experience working for reknown companies such as Ford, BAWAG bank and Hotel Sacher, MAM, Medela and more.





## ***Interested in a collaboration?***

Talk to us and take the chance to use our comprehensive experience and technological advantage for your company, brands & products.

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Medien