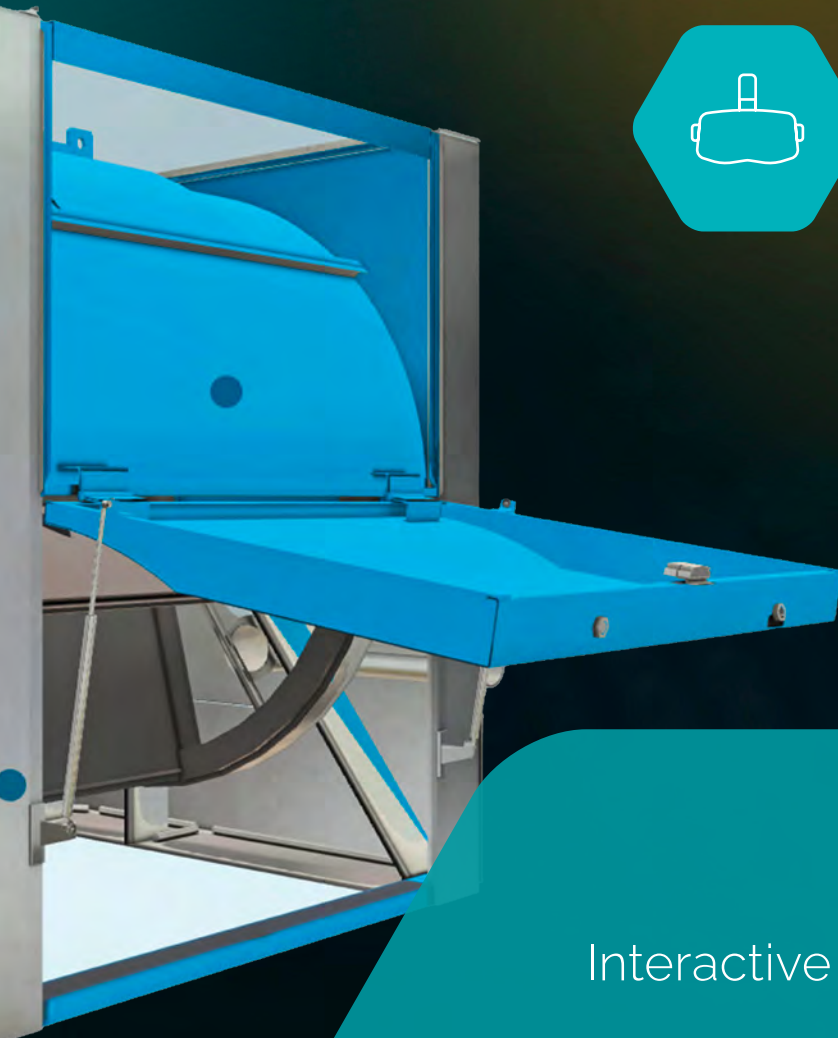


# USE CASE



**room.com**  
enterprise metaverse solutions



**NESTRO®**

Interactive 3D Product Visualizations



### Create Impressive Digital Experiences

We offer an all-in-one platform for creating, managing and sharing immersive 3D, AR and VR experiences. We specialize in enterprise metaverse solutions, virtual showrooms, 3D product presentations and virtual events. Discover completely new possibilities for marketing, sales, education, collaboration, events and entertainment.

### Versatile CMS

Create and manage content yourself – with templates, no special knowledge needed

### Web-based Usage

No need to download apps

### On any device

Desktop, tablet, smartphone or headset

### Developer-friendly

Thanks to flexible API and various plug-ins



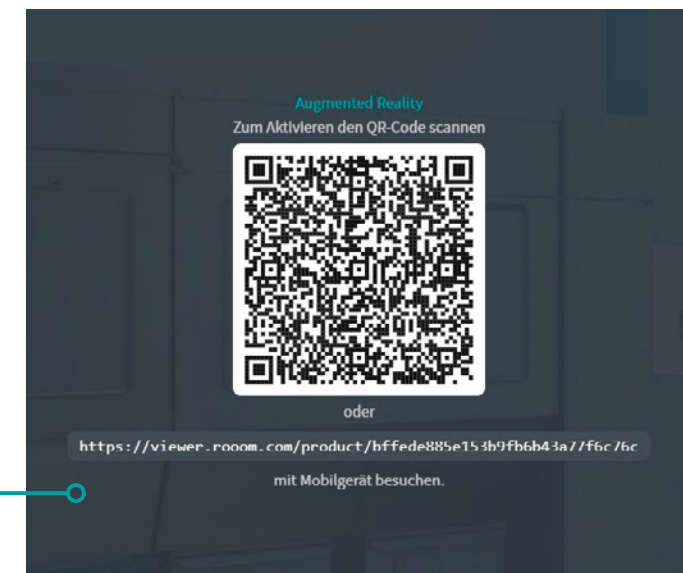
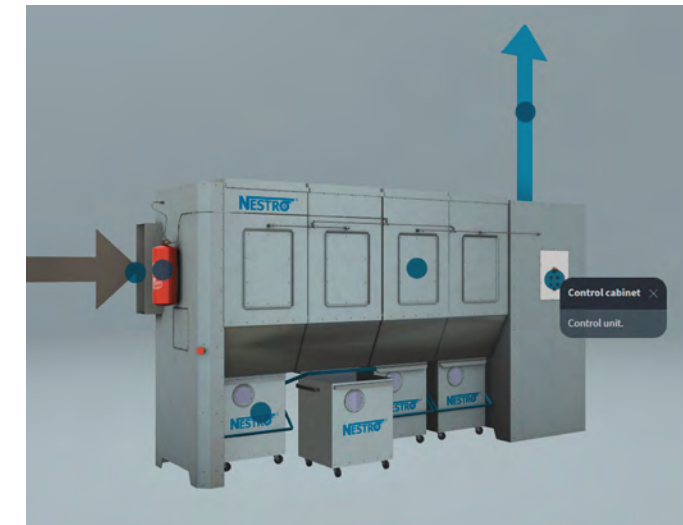
## Interactive 3D Models for NESTRO®

### Insights into 3D Product Visualization

Founded in 1977, NESTRO® Lufttechnik GmbH is one of the large established manufacturers for extraction and filtration systems. Over 260 workers create and manufacture products at three factories in Germany, Poland, and Hungary, tailored to meet specific customer needs. While searching for an alternative for all the cancelled trade fairs in 2020/21, the supplier came across the services offered by room's platform. Unlike many other companies, NESTRO® did not opt for a virtual trade show booth or a digital showroom, but for interactive **3D product visualizations**.

*"We wanted to offer customers, who now get their information directly on our website instead of visiting us at trade fairs, a similar interactive experience as we usually do at our trade fair booths,"* says Till Uhle, Director Marketing & Sales D|A|CH at NESTRO®

Product in 3D with technical information and possibility of displaying it in AR







## The Idea: Spark Curiosity and Generate Leads

The main goal of a trade fair appearance is to attract the attention of potential customers, generate interest in the product and, in the best case, to exchange contact details with interested parties. NESTRO® wanted to find a way to achieve the same goal with a successful 3D product visualization.

The idea: Provide visitors of the website with an **animated view from all sides of the products** and make them want to know more. Anyone interested in receiving further information and getting a better look at the inner workings of the machines has to enter their contact details first. This can generate valuable leads for the sales department. To realize this idea, a two-stage system was devised and implemented. Two product viewers were planned for each machine

to visualize their function in varying degrees of detail. At the same time, there was another aspect to consider:

*"An important goal for us was to increase the dwell time on our website,"*  
says Till Uhle.

A **higher dwell time** sends a positive signal to search engines and, in the best cases, has a positive effect on the search engine ranking. If users look at a web page for a longer period of time, this means that the page offers exactly what they were looking for. As a result, the page is displayed more prominently in the search results. To achieve this, the 3D presentations should be given reference points and animations that invite people to explore and stay for a while.

## The Implementation: Explain and Demon- strate – just like at a fair

With its many years of experience in the industry NESTRO® has a good sense of what customers want and how information can be conveyed best. In recent years, 3D technology has already been used on-site at trade fairs. *“This has sparked a great deal of interest and attracted many visitors,”* says Till Uhle. With the help of a holographic projector, the various products were presented in 3D. For the use of this technology, **3D data** of all products had already been collected, which could be reused for the new project with the rooom AG.

### What Has Been Implemented?

- 3D models created from existing 3D data
- text with explanations at different focal points
- animations of moving parts
- password protection for 3D product viewer of the second phase
- full-scale Augmented Reality (AR) projections
- integration into the NESTRO® website

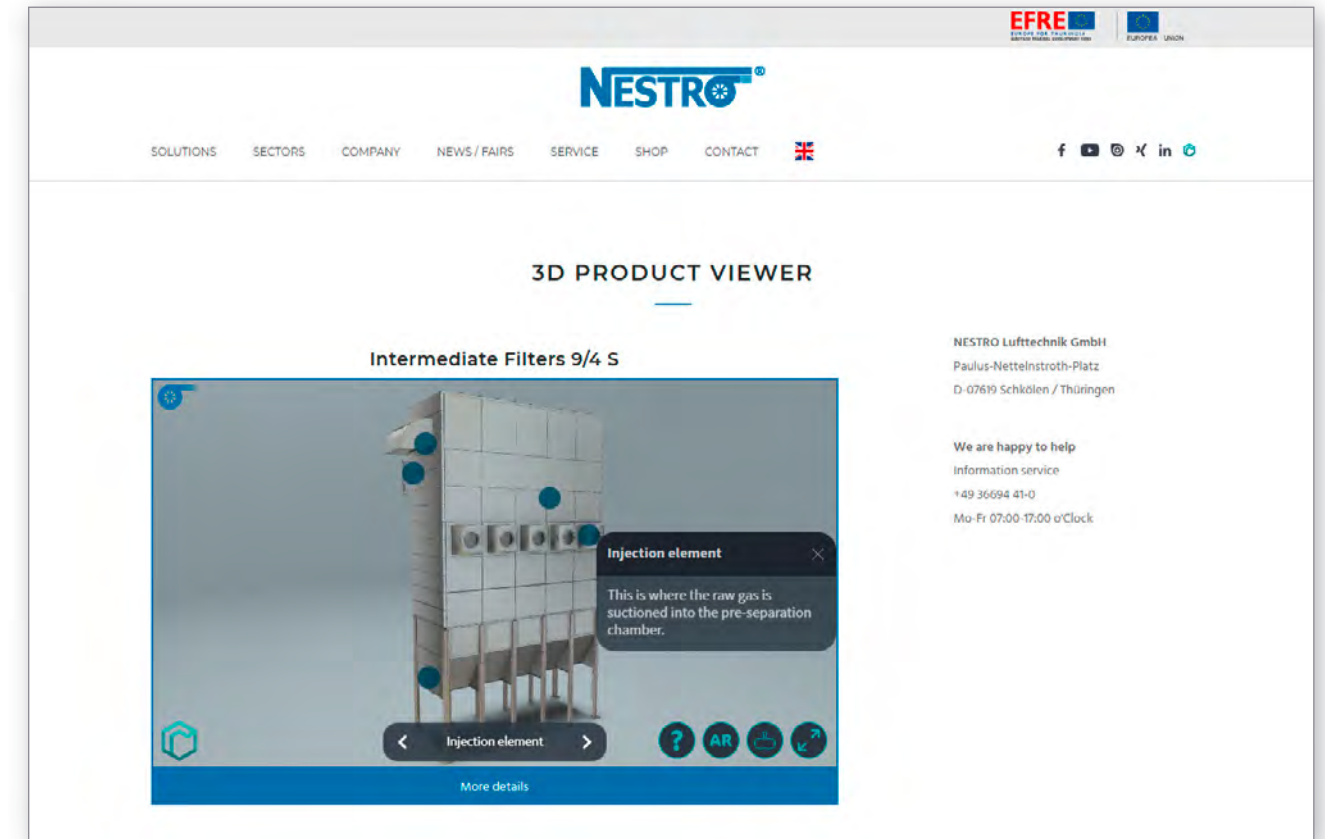
### Explanatory Texts to Discover More

First, it was necessary to decide which information should be provided on the website. Five bestsellers were chosen to start with. These were equipped with **several information points**, which were furnished with small explanatory texts via so-called annotations – in six different languages. Visitors can either click on the points directly and read the texts or comfortably click from point to point via a selection field. The texts can be entered by NESTRO® and are always adaptable.

### Animations for a Better Visualization

With rooom's 3D Product Viewer, it is possible to view products online from all sides. .

For [PUKY](#) ([↗](#)), the well-known manufacturer of exercise toys for children, rooom has, for example, visualized children's and youth bikes in 3D for their online store.



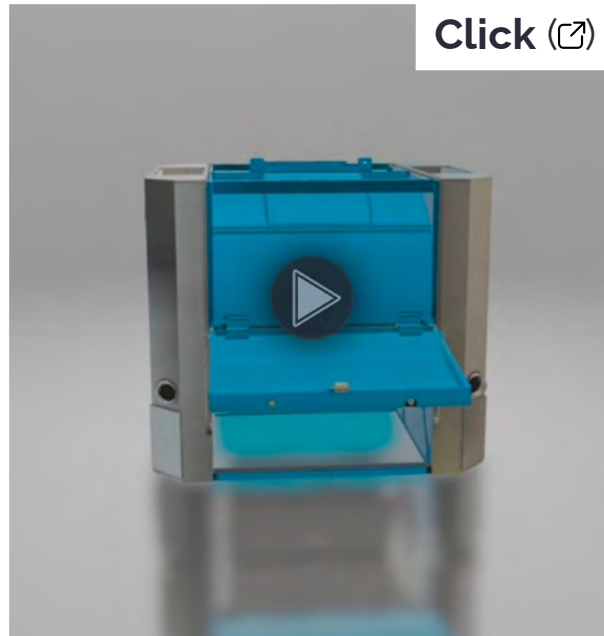
This way, parents can view the bikes without any hassle from home and even project them in AR next to their children to get a feel for the proportions.

In the case of more complex products, such as the extraction and filtration systems by NESTRO®, a 360° view helps curious customers only to a limited extent. After all, the machines are characterized


above all by their functionality. One of the fundamental ideas of NESTRO® was therefore to show this central aspect of their products using animations. Visitors at the trade fair booth were, after all, always given **a glimpse into the inner workings of the machines**. So, for example, hatches or pull-out elements open up on the 3D models, offering insights into the technology of NESTRO®.



## Product Viewer Separator Phase 1

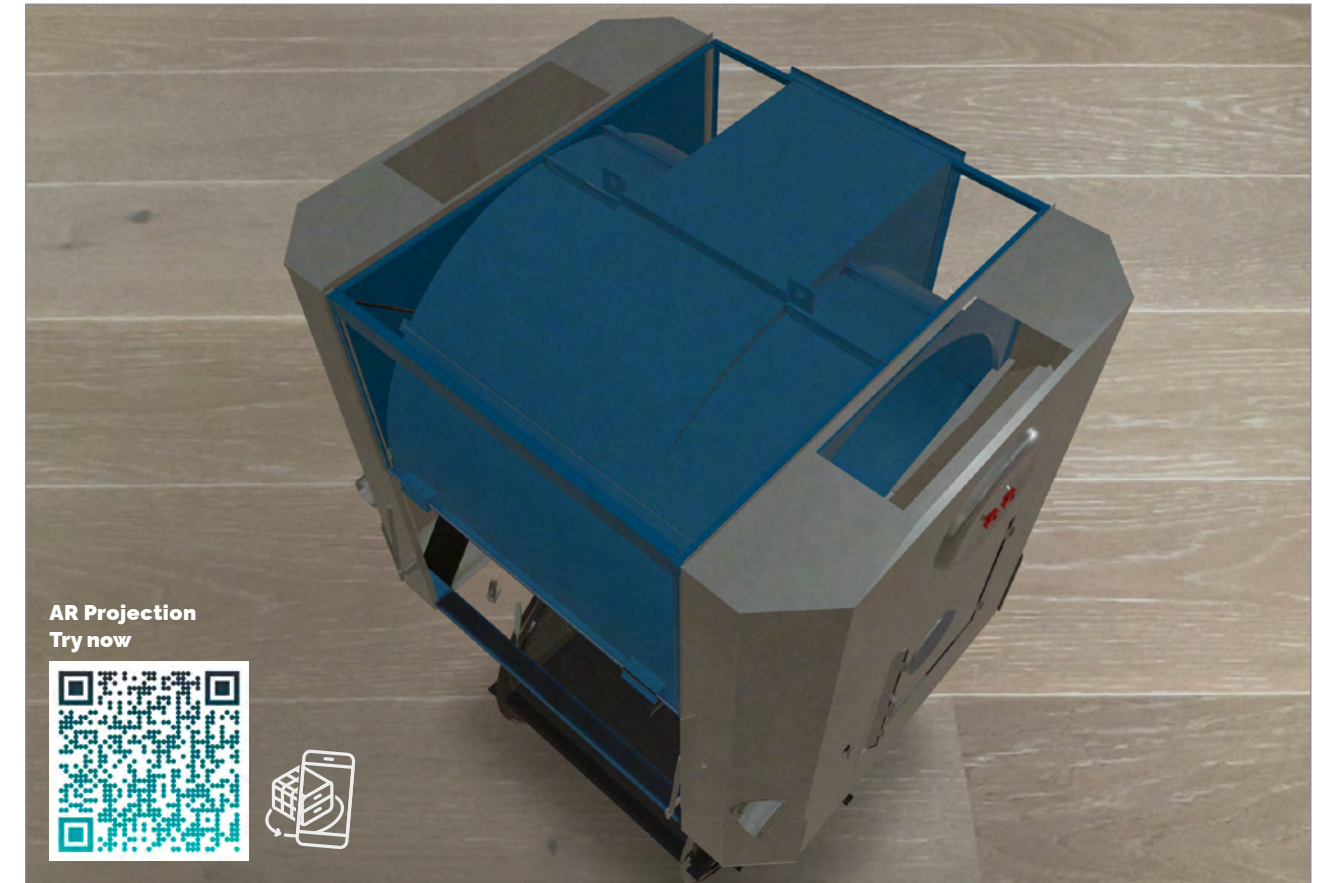
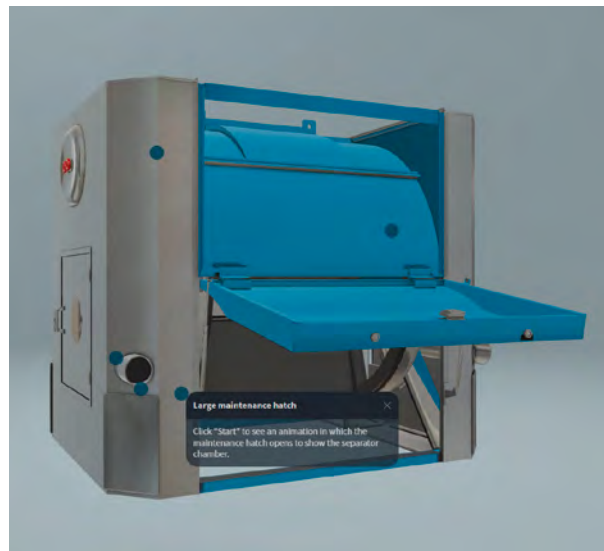


Click 

The **two-stage principle** also applies to the animations and info points: smaller insights are openly presented to visitors on the [website](#) . Almost every focus point with explanatory text also offers a small animation. More detailed insights that clearly show the overall functionality of the machines are only available to interested parties that submit their details via an embedded contact form. They receive a link to the 3D Product Viewer of "Phase 2" and the corresponding password to unlock it.

### Projections in Augmented Reality to Show Realistic Proportions

A machine has exactly the functionality the customer wants and also fits in the set budget. Then the order can be placed, right? Not quite. The professional systems for extraction and filtration are tall and measure several meters. Matching the available space with the dimensions of the machine beforehand is therefore extremely important. To simplify this step, the 3D models were provided with an option for **full-scale AR projections**. This means that customers can now check with a single click whether the system will fit in their own building or not.



### High Functionality, Yet Smaller Than a Video

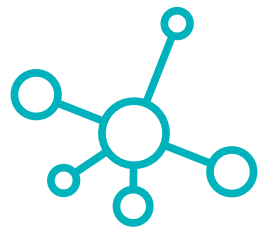
30 MB – that is the maximum size a 3D object can have in room's platform. The NESTRO® systems, some of which are several meters high, average only **about 5 to 12 MB**. That is smaller than a classic product video. Why is that important? Part of the NESTRO® plan was to increase

the dwell time of visitors on their website. For this to be successful, the first impression of the user must be positive. A fast loading time and immediate visibility of the 3D models therefore plays a major role in order to prevent bounces. To achieve this goal, the data packages of the 3D viewers must be as small as possible.

## The result: Much More Than a 3D Gimmick

For those who would like to learn more about NESTRO®'s clean gas fans, separator airlocks etc., there is an [extra overview page \(🔗\)](#) containing all five 3D product viewers of the first information phase. Clicking on "More details" opens a contact form in which the name, e-mail address and, optionally, telephone number are requested. Customers who submit this form receive access to the product viewer of the second stage of detail by mail. And NESTRO® receives valuable leads for further use.

*"A great project. Here we were able to leverage the full functionality of our 3D Product Viewer with animations, annotations, and password protection. And the result is a joy to behold,"* says Michael Bicker, Chief Innovation Officer at rooom AG.



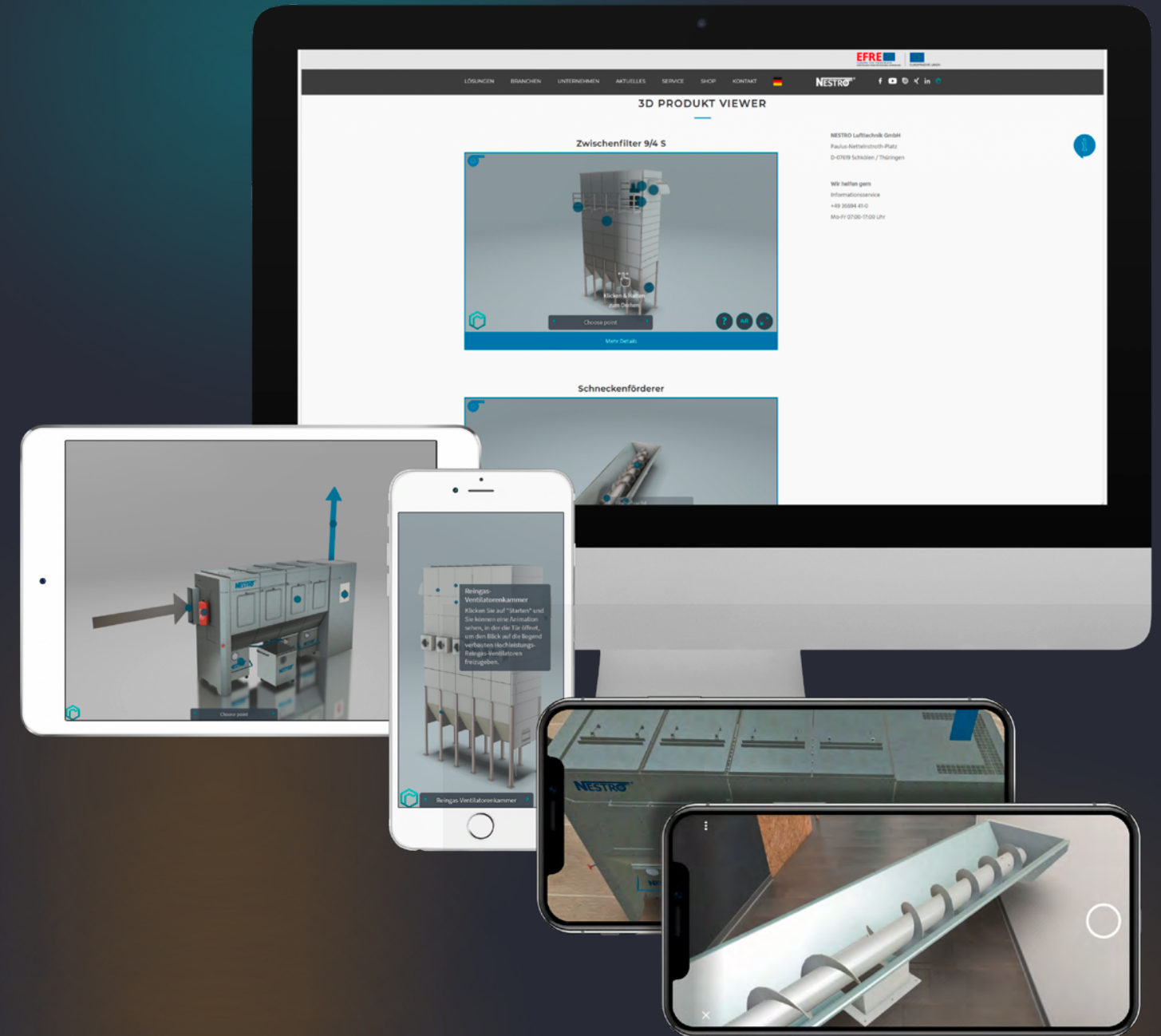
### More 3D – More Customer Loyalty

NESTRO® is currently waiting for the first feedback from their sales department and customers. In principle, however, there is already a great willingness to further expand the use of **3D in marketing** *"In the future, we can imagine visualizing all of our products in this way,"* says Till Uhle.

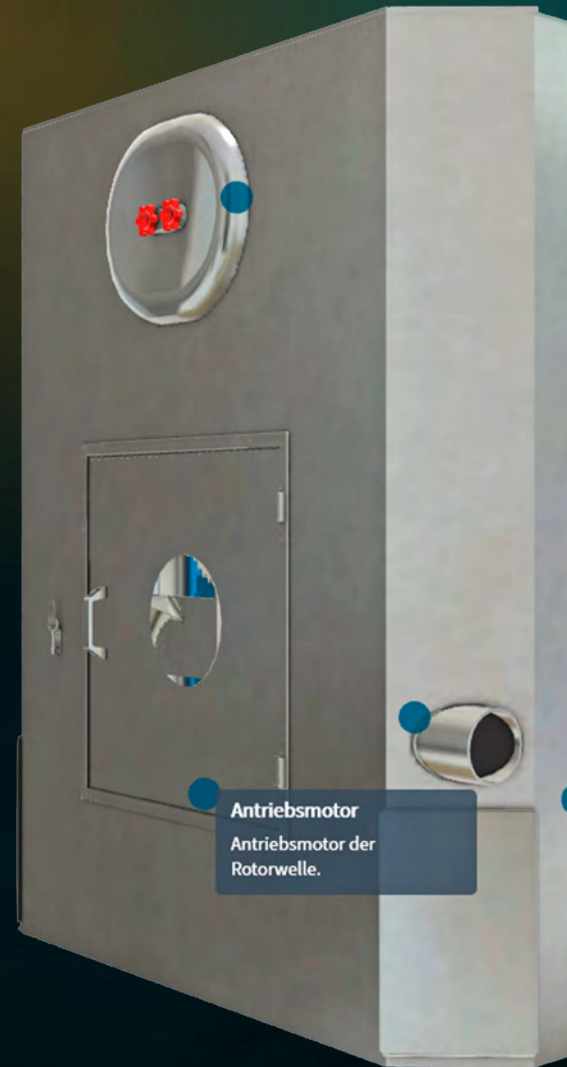
Above all, NESTRO® sees a great opportunity in the development of a new, younger target group. Especially considering the fact that a large competitor from abroad is also very successful with the use of 3D visualizations. In addition, the aspect of **customer loyalty** plays a major role: Exceptional and good service is something that is easily memorable.

You are interested in our  
3D-Product-Viewer (🔗)?

Get in touch with us! [www.rooom.com](http://www.rooom.com)



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