BuyDesign FlexRender

Key Benefits

Using BuyDesign FlexRender with BuyDesign Configurator, you can:

Produce Photographic Quality Representations of your product from a set of templates that dynamically regenerate images based upon configuration selections.

Drive More Sales by enabling customers to experience your products based upon their selections even if it has never been produced with the selected options before.

Create Excitement and Interest in your products by including dynamically generated photo-quality images in proposals, reports, or other sales documents.

Leverage Accurate Rendering Technology that produces true photo quality visuals while maintaining the fidelity of fabric, material textures, lighting, logos, and other elements.

Use Existing Digital Assets such as product photographs or 3D models as starting points for the templates and couple them with fabric or material swatches, etc. that are dynamically applied during configuration.

About BuyDesign®

BuyDesign delivers product configuration technology and guided selling solutions that help manufacturers of customized products increase sales, respond to market opportunities, and deliver quality products.
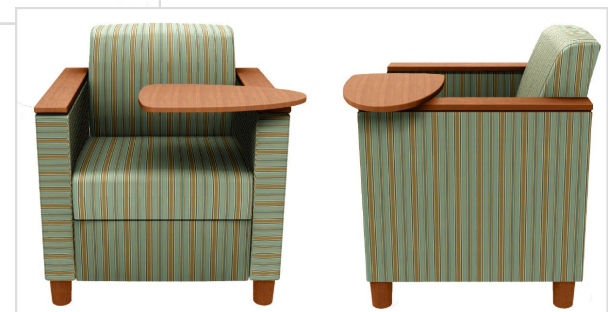
Dynamic photo-realistic images to visualize colors, textures, materials and more

BuyDesign® FlexRender brings your products to life for prospective end consumers. It enables you to provide a photo quality visual representation of your products with selected colors, textures, materials and more. It can also be used to place your products within a context very similar to the customer's own home, office, or other scene as appropriate.

Cost effectively show customers all the visual options

Whether you make furniture, boats, custom apparel, or any other product with visual options, the more customizable your product, the more difficult and costly it is to maintain actual photos of all the options. FlexRender provides a much more practical, maintainable, cost-effective approach.

BuyDesign FlexRender combines the power of BuyDesign Configurator with a highly responsive image rendering engine to let customers visualize custom-designed items by dynamically applying visual product options such as trim, borders, fabrics, textures, wood grains, colors, fonts or logos - all with photo-realistic results.

Create many variations from a single photo or image

Using a single product photo or scene, BuyDesign FlexRender automatically creates any number of variations based on selected options. It can slash sales cycles by engaging customers in an entirely new way using the power of digital media and visualization.
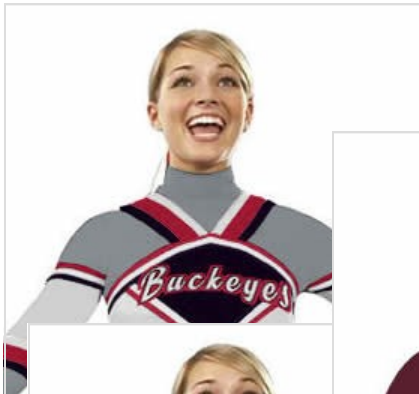
Use in many different sales and marketing processes

You can use BuyDesign FlexRender in multiple ways:

To generate interest and preference: make it fun and easy for a prospective customer to experiment with different looks, and/or visualize your product in different scenes (e.g. within an application such as BuyDesign Build-Your-Own).

To prepare a winning proposal: automatically generate a photo-realistic image of the proposed product for inclusion in your proposal document or package (e.g. using a tool such as BuyDesign FlexDocs).

To create product deliverables: iteratively generate a range of photo-realistic images to illustrate available options for use in catalogs, brochures, etc.

Generate lettering within images