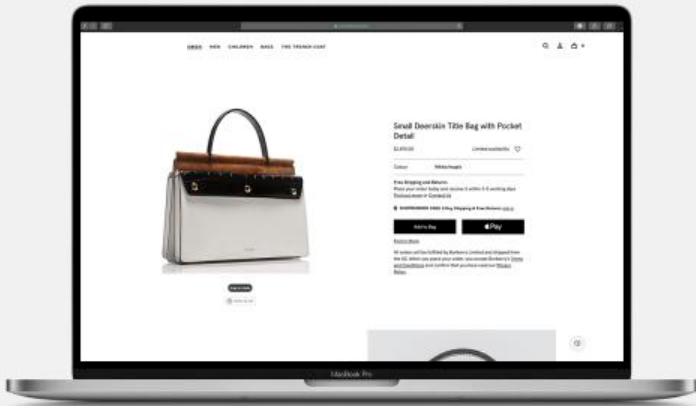# CAPPASITY

Challenge

Online shoppers want to interact with products online in the same way they do in stores. Nowadays, the best shopping experience cannot exist without immersive technologies - solutions that have the power to bridge the gap between physical and online shopping.

Solution

Cappasity is the first SaaS solution for fast production and easy embedding of 3D content into websites, mobile apps, AR & VR, and digital signage. Armed with the most advanced immersive technologies, Cappasity will enhance customers' interaction with products in online stores.

Cappasity users can upgrade their product page with state-of-the-art features. 3D shopping: a user can rotate an item online like they would offline and evaluate its details from every available angle in 4K quality. AR shopping: AR helps bridge the gap between the digital world and reality as a product is placed within a real-life environment.

Immersive shopping

Immersive technologies dramatically change the shopping experience since they are built around natural ways of perception, using sight or touch. The Cappasity platform provides the most advanced immersive technologies and scenarios capable of bringing the customer experience to a new level.

3D View. A new level of product visualization made possible by a unique 3D View format. Benefits: 6x higher dwell time on the product page; fewer returns, as customers make more informed purchases; simple content production. Scalable for large catalogs.

3D Analytics. Cappasity.AI helps you track customer behavior, showing how they interact with 3D Views and what they like and dislike about a product.

Pricing

SaaS platform with monthly subscription.
Price depends on website traffic.

Competitive advantage

- Easy and cost-efficient content production: create and automatically upload thousands of SKUs in 3D to your online store every day.
- The cloud platform simplifies the omnichannel integration of 3D content. The studio shoots the product once and uploads the ready 3D View to the platform. After that, it can be used in all sales channels (web, AR, VR, digital signage) simultaneously.
- The first realistic 3D images in 4K quality. Cappasity's technology enables the natural lighting of an object, which is not possible with 3D modeling.
- From production to embedding, the solution adapts to your business needs.

Company Profile:
URL: cappasity.com
Industry: Retail/e-commerce
Employees: 52
Total raised: $6,4M seed,
$16M company valuation

Management:
CEO - Kosta Popov
CTO - Alex Chegaev
CCO - Eteri Asatiani
BDD - Dmitriy Gudovskiy
SD - Richard Emah
DI & SP - Natalie Reyes