

# Configuring a new car: Easy. Configuring a new kitchen: Easier.

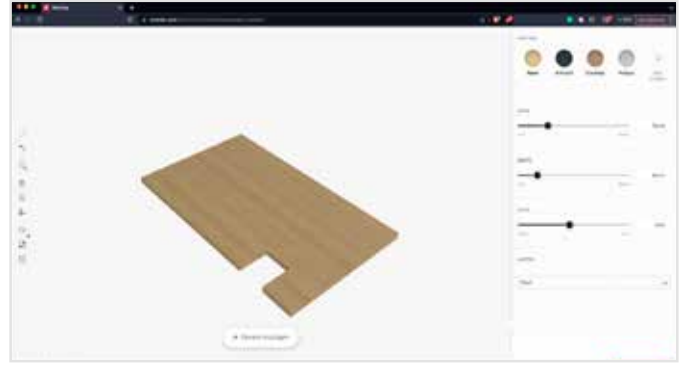
## Rubens 3D product configurator

**The furniture configurator for live configuration, presentation and sale of custom furniture.**

Using the Rubens online tool, you as a furniture manufacturer can set a new standard in the 3D/AR presentation and interior planning of a customer's dream furniture. Together with your customers, use the benefits of live configuration, real-time pricing and the ability to order products at every level of complexity. The presentation of furniture in the room using augmented reality significantly increases the scope of your customers' imagination. In addition, all products can be downloaded as high-resolution 4K renderings. The configurator can be adapted to the corporate identity of your company and can be seamlessly integrated into your websites, webshops and POS, ERP and CRM systems.



With the product configurator, you can rely on significantly increased customer interaction and increased willingness to buy thanks to tailor-made products.



With the 3D parts configurator, you can simplify sales and avoid errors – regardless of whether you're dealing with worktops, cut parts, fronts or structural parts.



The products are visualized in the room in real time with a click. This creates trust and accelerates the decision to buy.



Seamlessly integrate the configurator into your sales channels for an efficient workflow and optimal customer communication.

## Your benefits at a glance:

- ✓ **Saves time and provides security:** Design, configure and plan a wide range of furniture and entire rooms quickly and easily. With the realistic preview using augmented reality, you and your customers can immediately see what the desired furniture will look like in reality.
- ✓ **Custom furniture becomes easier to sell:** Configure even complex products to the exact size with the 3D product configurator. If necessary, generate live parts lists and dimensions as well as material and price calculations down to the parts level.
- ✓ **Seamless integration into existing sales channels:** Switch seamlessly between product configuration, room design and your sales platforms. This ensures optimal connection to your business processes and consistent customer communication.
- ✓ **Can be integrated into all channels:** In the webshop, at the point of sale, in the sell-in. B2B and B2C. For manufacturers, their dealers and end users. The focus is on the user and therefore also on the optimal availability of all interfaces for mobile devices, tablets and desktops.

## Special features:

- **Data consistency up to ERP:** The Rubens 3D product configurator enables seamless end-to-end integration into your business systems and your ERP system.
- **High-resolution product photos for sales support:** Create renderings for each individual product at the touch of a button. Ideal for sales material, for creating quotations and for use in print catalogs, marketing campaigns and much more.
- **3D data export:** 3D configurations can be exported in certain formats for further use in other tools, such as CAD planning tools.

