

# What You Need to Know About 3D Cloud Product Configurators for Home Furnishings

SEE IT IN 3D

**Eames Lounge Chair and Ottoman**

\$6,895.00

★★★★★ (557 Reviews) | Item No. 100077567

1 Size <sup>?</sup> Standard ▾

2 Shell <sup>?</sup> Walnut ▲

3 Upholstery Black ▾

**Speedy no-code updates**

**Self-service or full-service**

**High-def WebGL visuals**

**Add renderers, 360 spins**

**Patented WebAR OnDemand**

## What makes 3D Cloud Product Configurators unique?

3D Cloud Product Configurators offer a user-friendly, realistic, data-driven, and customizable solution for 3D or rendered product configuration. No custom code is required—setup, updates, and pricing are managed through the 3D Cloud Platform. Configurators built for product detail pages can be re-used in the 3D Cloud Room Planner.

We enable visual specification of complex, configurable home furnishing product catalogs at scale, powering experiences across e-commerce sites and physical retail environments, and giving customers the clarity and confidence to purchase.

### *Fast Facts*

- No custom coding required—fully data-driven
- Configurator builder UI simplifies updates and setup
- Supports high-quality visuals via 3D WebGL or rendered spins
- Handles complex SKUs with dependencies, pricing, steps, and options
- Integrates with existing systems for add-to-cart, PIM data, CRM, and analytics
- Compatible with 3D rendered spins and 3D model spins

**40%** Increase in AOV

**75%** Interaction rate

**\$1500** Average order value

## Is it secure?

### Layered Security Architecture

- Physical infrastructure
- Software services
- Data persistence
- Service change control
- Service support

### Redundancy & Capacity Planning

- Auto-heal services
- Globally distributed services
- 24/7/365 monitoring

### Security Compliance & Audits

- Penetration and vulnerability testing
- SOC 2, Type I
- SOC 2, Type II
- ISO 27001/2013



## Will it work with our other systems?

- Integrates with add-to-cart, PIM data, CRM, or analytics

Visit us to learn more:



## How are 3D Cloud Product Configurators different?

- Model 3D products once and reuse across multiple platforms
- Specifically designed for furniture, office, and DIY applications
- Offers an easy-to-use no-code user interface
- Cloud-hosted architecture ensures availability and scalability
- Offers both self-service and full-service deployment options
- Simple and effective integration with existing retail systems



## Who is using 3D Cloud Product Configurators?



BALLARD DESIGNS



Raymour & Flanigan  
FURNITURE | MATTRESSES®

FRONTGATE


## Exclusive Features

<b>AI Compatible Hooks to Allow External Control and Data Sharing</b>	Allowing external AI systems to observe and control configurator state, drive option selections, and receive live data updates.
<b>Analytics Dashboard</b>	Track sessions, users, projects, conversion rates, and other KPIs.
<b>SIF File Standards Support</b>	Import and sync to SIF files and generate SIF order files.
<b>Support Hiding Picker or Hiding 3D Viewer</b>	Adds a renderType=none URL parameter mode to the 3DPC configurator that shows only the product picker UI without loading the 3D viewer, enabling lightweight configurator integrations for clients who do not need the 3D environment.








## Standard Planner Features

<b>Full Keyboard Navigation</b>	Place, move, rotate, and select products entirely with keyboard – no mouse required.
<b>Product Customization</b>	Style individual or all products with data-driven options – colors, materials, finishes, and hardware. - Zoom To Product during Customization (optional) - Pivot position overrides per step or option (10.2.0)
<b>Add-to-Cart</b>	Support for add-to-cart integrations with eComm websites or point-of-sale systems.
<b>CMS/DAM/PIM Integration</b>	Integrate with your content management, digital asset, and product management systems.
<b>CRM Integration</b>	Connect to your CRM system to capture leads and manage customer relationships.
<b>Custom Branding</b>	White-label the platform to seamlessly match your website and brand identity.
<b>Pricing and Inventory</b>	Live and scheduled pricing and inventory data integrations to keep catalogs current.
<b>Product Dimensions</b>	View product dimensions, including cabinet molding dimensions and worktop/countertop dimensions.
<b>HD Rendered Screenshots</b>	Generate high quality images of a project. - 2K renders in seconds - 4K and 8K in minutes - Customizable 3D backgrounds - Adjustable environmental lighting - Adjustable clipping plane and product visibility
<b>PDF Export</b>	Export your Bill of Materials and design images as a polished PDF document.
<b>Real-time Pricing</b>	See live project cost estimates as you design, with support for live pricing and inventory data.
<b>Screenshot Download</b>	Save a screenshot of the current camera view.
<b>Support for GLB file format (Android)</b>	Our platform supports the creation and delivery of GLB assets for products to support AR viewing on Android devices.
<b>Support for USDz file format (iOS)</b>	Our platform supports the creation and delivery of USDz assets for products to support AR viewing on iOS devices.

<b>3D Camera</b>	Design in 3D with a single screen. - Camera presets (optional)
<b>Animations</b>	Animate the camera or products in the scene triggered by user interactions with the application.
<b>Hot Spots</b>	Add information hot spots in the 3D scene to call out information or elements in the scene with custom text and optional animations
<b>View in Room Support</b>	Users can see the product or design in their space on a mobile device that supports AR viewing (iOS or Android).



View in AR
↶
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### Vail Rocking Recliner






★★★★★ (4.9) Read 906 Reviews

**\$939.00**  
or \$42 /mo. with 12 mo. financing

513 options  
**Cover** >

Lake  
Persia C186086  
Made to Order  
**\$939.00**

**Popular covers**

7 options  
**Handle (optional)** >

Standard Handle  
**\$0.00**

2 options  
**Base (optional)** >

Standard Base  
**\$0.00**

2 options  
**Cushion (optional)** >

Standard Cushion  
**\$0.00**

