

IC3D Suite Solution Partner
in the Nordic and Baltic countries

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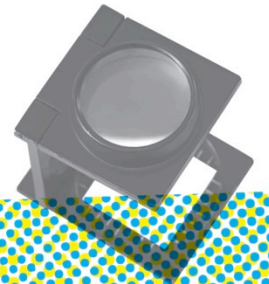
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iC3D Suite

Bringing Brands to Life!



Carmen Eide | Creative Edge Software
Kevin Chop | Diageo



Bio: Kevin Chop

- Principal Packaging Graphics Director, Innovation R&D for **Diageo** (Norwalk, CT)
- Optimize the key deliverables of design and technical packaging ensuring the brand's equity is appropriately communicated and delivered through the latest printing/manufacturing techniques, vendors, and technologies.
- Previously:
 - Applied technology and science across the gamut of package printing and manufacturing processes for 18 years in the pre-press packaging environment.
 - Directed the implementation of numerous fully functional color management programs from concept-to-print.



Do you know Diageo?

- **Diageo** is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine.
 - These brands include: **Johnnie Walker, Crown Royal, J&B, Windsor and Buchanan's whiskies, Smirnoff, Ciroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness**



Agenda

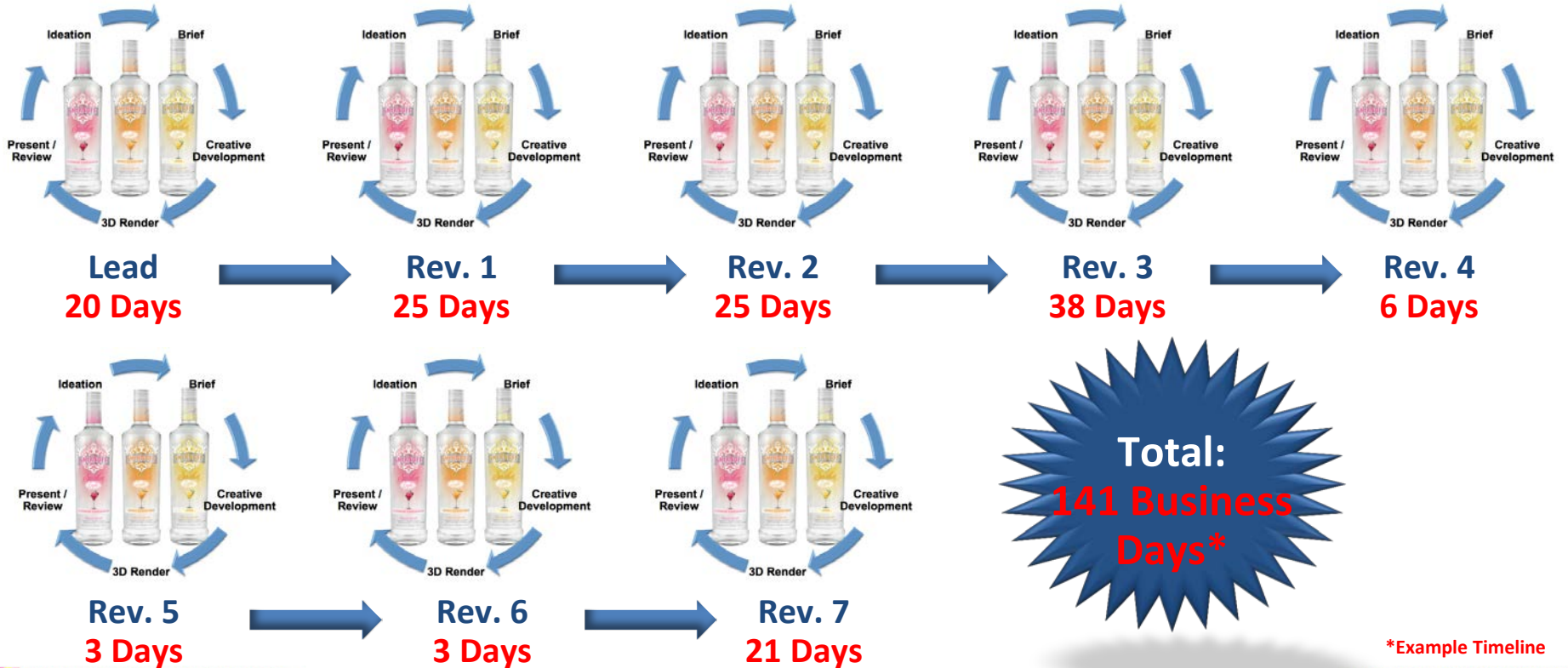
- Problem
- Vision
- Search
- **iC3D Suite**
- Success
- Results

Creative Life Cycle

- To bring a brand to life, it takes several rounds of iterations, mockups, and meetings using tools that are expensive, manual and time-consuming.
- The lifecycle of bringing a product to shelf can take months, costing thousands of dollars.



Problem - Creative Lifecycle



*Example Timeline

Vision – Simpler, Faster, Better

- Reduce time to market
 - Real-time “Digital Prototyping” – multiple iterations
 - Smooth transition into commercialization
 - In store competitive visualizing
 - Faster Stakeholder alignment
- Reduce costs
 - Onsite physical prototypes/proofs

Vision – Reduce Time to Market



**Total:
16 Business
Days***

*Projected Timeline

Vision - Technical Asks...

- Real-time “Digital Prototyping”
 - React to feedback immediately
- Seamless integration into commercialization
 - Technical Tools
 - Direct link to Adobe Illustrator
 - Importing and exporting file types
- Embrace **Diageo** brand color management program - CxF

Search...

- No complete commercial solution
- The birth of a partnership - **iC3D Suite**
 - Initial briefing with CES development team
 - Communicated our needs

iC3D Suite | A Brief Overview

- **iC3D Suite** is the first **real-time, all-in-one** packaging design solution that lets you generate live **3D digital mockups on-the-fly**.
 - Including cartons, POP displays, labels, flexibles, bottles, shrink wraps, shelf visualization & more!



Diageo & iC3D Suite

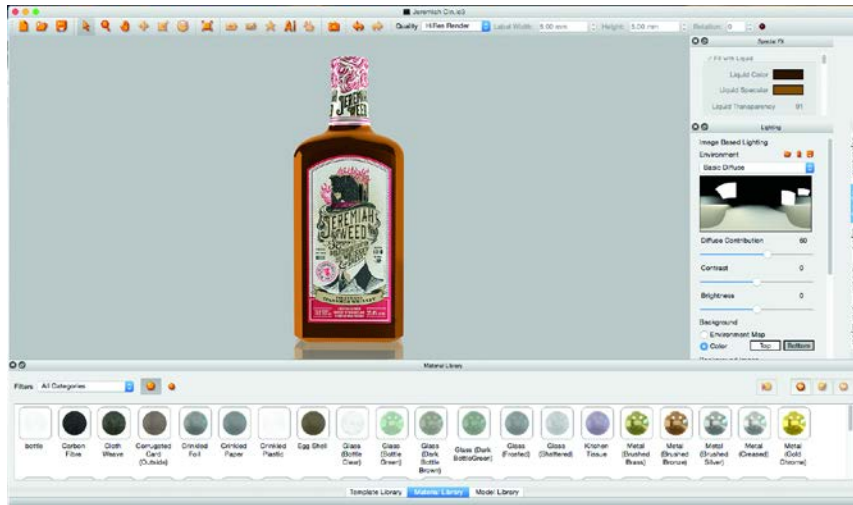
- **Diageo** is at the initial phase
- General vibe is very positive
- Onsite service is welcomed
- Sessions take hours versus days
- Physical comps for validation & networking

Success Looks like...

- Reduce time to market
 - Real-time “Digital Prototyping” – multiple iterations
 - Smooth transition into commercialization
 - In store competitive visualizing
 - Faster Stakeholder alignment
- Reduce costs
 - Onsite physical prototypes/proofs

Results

- Stunning, accurate results are available to share among teams in a tangible way.



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