

# nfinite

The future of visuals for e-commerce



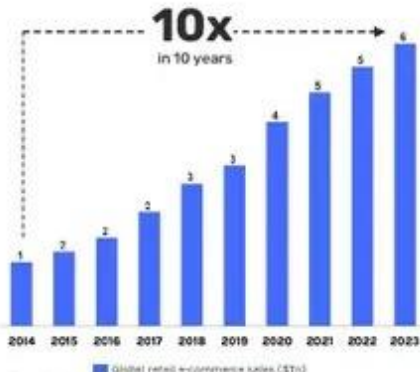


## Visual Content is everywhere

Product visuals are the most important asset to sell online

**Retail e-commerce:** one of the **largest & fastest growing** market in the world

**Product visuals** are the most important asset to **sell online**



Etsy

**90%** of Etsy users say photo quality influences their purchasing decisions

Google

Launched **3D results** in search

Walmart  
MADE

wayfair  
amazon

**Every retailer** builds its communication strategy based on product visuals





**Web and e-commerce are turning virtual...**

| Immersive commerce is already here



launched 3D results in search.

facebook

rebranded to

 **Meta**

**3D is table stakes for the future of e-commerce**



## Yet retailers are unable to match e-merchandising needs

| Classic photography is outdated when it comes to e-commerce



### Expensive

From **20\$** (silo) to **5.000\$**  
(lifestyle) to create perishable  
visuals  
*i.e. visual budgets are in millions  
of dollars*



### Time-consuming

Heavy logistics with several  
weeks to several months  
time to market...  
*i.e. dramatic loss of value*



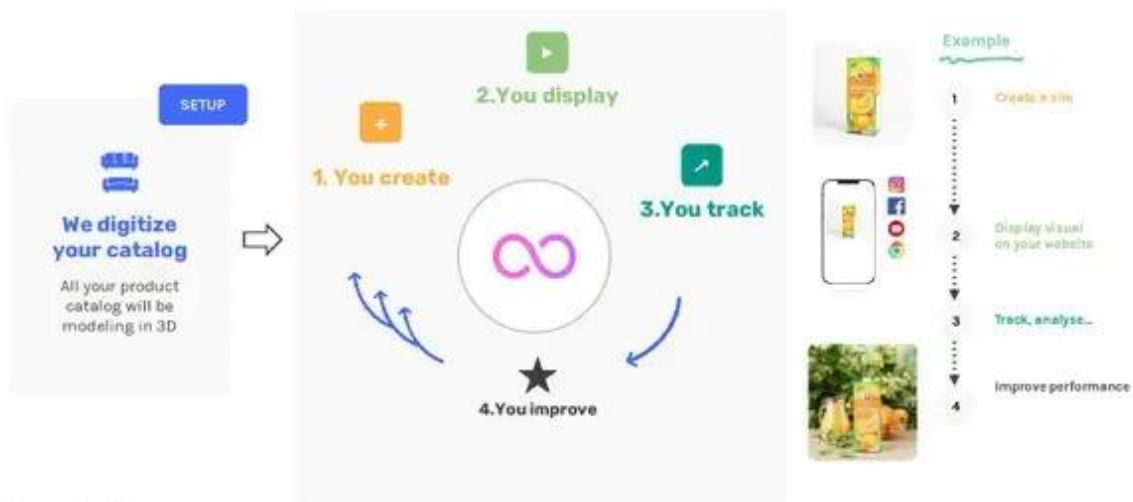
### Single use

Impossible to modify or update  
visuals without reshooting...  
and cranking the whole  
machine again.  
*i.e. it's just a perishable  
expense*



## The end to end e-merchandising platform

Transform product catalog into assets and leverage the power of computer generated imagery in 1 click





## The proof is in the data



of U.S. retailers find  
the creative visual  
production process  
*time-consuming*



of sales in the  
Home & Living  
market will be  
*online* within 20  
years.

**Forbes**



of consumers believe  
that the customer  
experience is more  
important than  
product cost.

**Gartner**



of buyers say  
product images are the  
*most influential factor* in  
purchasing decisions.

***The Digital Shopper***

nfinite

“is the bridge to the Metaverse”

**DELAMAIISON**

L. Dela Morandiere - CEO

