

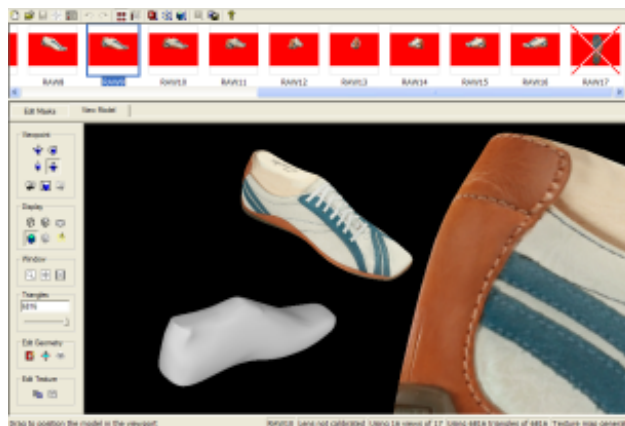
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### **Clarks using 3DSOM Pro in shoe retailer's design process**

Clarks the leading high-street shoe retailer is using 3DSOM Pro software as part of their in-house design processes. Using 3DSOM Pro, Clarks design team can quickly and easily create a 3D scan of a shoe just using a set of photographs of the prototype. The 3D models are immediately ready to use for product visualisation across the Clarks worldwide organisation.

“Using 3DSOM Pro’s powerful texture editing tools,” states Graham Foote, Senior CAD Engineer at Clarks; “...we now have the ability to visualise 3D virtual versions of an existing shoe with a range of different colours and materials”. Clarks plan to use these techniques to improve communication of design ideas within the organisation and with external suppliers.



shoe scanned by Clarks with 3DSOM Pro

Clarks scan models with high resolution texture maps suitable for print-quality renders but you can view a downsampled example model from the following link...

<http://www.3dsom.com/proexamples/clarks.html>

#### **About Clarks:**

C & J Clark International Ltd is a leading children and adult footwear retailer in the UK and an international quality footwear brand. One of the largest privately owned companies in the UK, Clarks is the largest owner of specialist shoe stores in the UK and is the number one non-sports footwear brand worldwide.

#### **About 3DSOM Pro;**

3DSOM Pro, produced by Creative Dimension Software Ltd, is a high-end tool for automatically generating 3D models from photos of an object. The object is placed on a special calibration target with a backdrop and a number of photos taken from different directions. A fully textured 3D model is created with the majority of the process being fully automatic. For more information visit [www.3dsom.com](http://www.3dsom.com).