DAM and 3D Content – Challenges and Current Practices

📅 **Thursday, October 27**

🕐 **1:00 PM - 2:30 PM (EDT)**

👥 **Register:**
go.rutgers.edu/c0j9agmj

3D is becoming more of our digital experiences as consumers become more digitally-native and willing to engage with new interfaces. While we witness the coming flood of 3D visualization, virtual reality and augmented reality applications, upstream developers and designers of 3D content are often struggling to manage these large, complex, and inter-related digital assets.

The work of 3D creatives is quite distinct from more familiar activity of creatives and production teams in typical marketing organizations. This session surveys the unique characteristics of 3D content itself, the most prevalent use cases, the current methods employed for managing this content and the ongoing challenges DAM practitioners and systems providers face.

At the same time, marketers face a coming wave of demand for 3D content both from end-consumer expectations of more immersive brand and product experiences. This session serves as an introduction and dialog about these considerations among DAM practitioners on this journey. Bring your questions!

LED BY

Joel Warwick

emphasizes connecting the dots between content teams' real-world use cases with right platforms, processes, & governance. He has helped guide firms in content strategy sectors by deploying enterprise platforms to support the explosion of digital content, creative tools, content platforms, and distribution systems that constitute digital supply chains - from product development to customer experience. Warwick remains dedicated to looking ahead & believes that 3D will soon be as commonplace as videos and images.

CONTRIBUTIONS FROM

Ben Conway

is co-Founder and COO of VNTANA, a SaaS platform that makes 3D asset management and distribution via a fully automated 3D optimization and content management platform. He has delivered "world's-first" mixed reality experiences for brands like Microsoft, Intel, Adidas, and Nike globally and has worked in the mixed reality space for over nine years. Conway was named to the Forbes 30 Under 30 list, and VNTANA was named to the Inc. 500 list in 2018.

Erica Young

is head of Partnerships for Sketchfab at Epic Games, where she brings 3D immersive concepts from initial ideation to final product through strategic partnerships. She has worked with the top creative agencies to create experiences for Yamaha Burj Khalifa, Timberland, La Perla, and more. Her expertise shows in her career work throughout the development and production process, working as an industrial designer and at tech companies Browzwear and Makerbot.

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