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!