

IT tools for customised virtual representation and standard information for furniture products





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1. AIDIMA Overview

AIDIMA



- Location: Valencia. SPAIN.
- Founded in 1984
- R&D association
 - Non-profit
 - Private
- Membership: 740 companies
- Clients: 1,800 / year
- Training: 2,800 / year
- Staff: 130

Furniture, Wood & Packaging
Technology Institute

1. AIDIMA Overview

AIDIMA ACTIVITIES



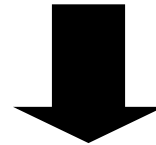
Research & Technological Development, Innovation
Quality
Environment
Packaging
Logistics
Wood in construction
Information Technologies
Training & Human Resources
Market Research & Business Strategy
Communication & Knowledge Transfer
European & International Affairs

2. Detection of User needs through IT tools

HOW TO DETECT THE NEEDS OF THE FINAL CONSUMER through IT tools

IT TOOLS FOR STUDYING CONSUMER BEHAVIOUR

User Oriented Design: **Product-Consumer** relationship



New Technologies as a “bridge”



Identify **motivations, preferences and habits**

2. Detection of User needs through IT tools

WHAT ADDED VALUE CAN THE NEW TECHNOLOGIES GIVE TO WOOD-FURNITURE SECTOR?

Study emotional, intelligent and ambiental factors



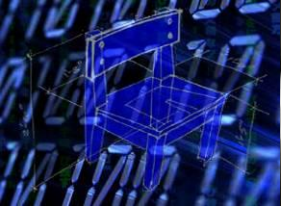
Capture desires and preferences



Evaluate the impact



**GENERATE KNOWLEDGE TO BE APPLIED IN
DESIGN, PRODUCTION AND DISTRIBUTION
PROCESSES**



3. New Technologies in Wood-Furniture

➤ Online Catalogues



➤ Online Configurability



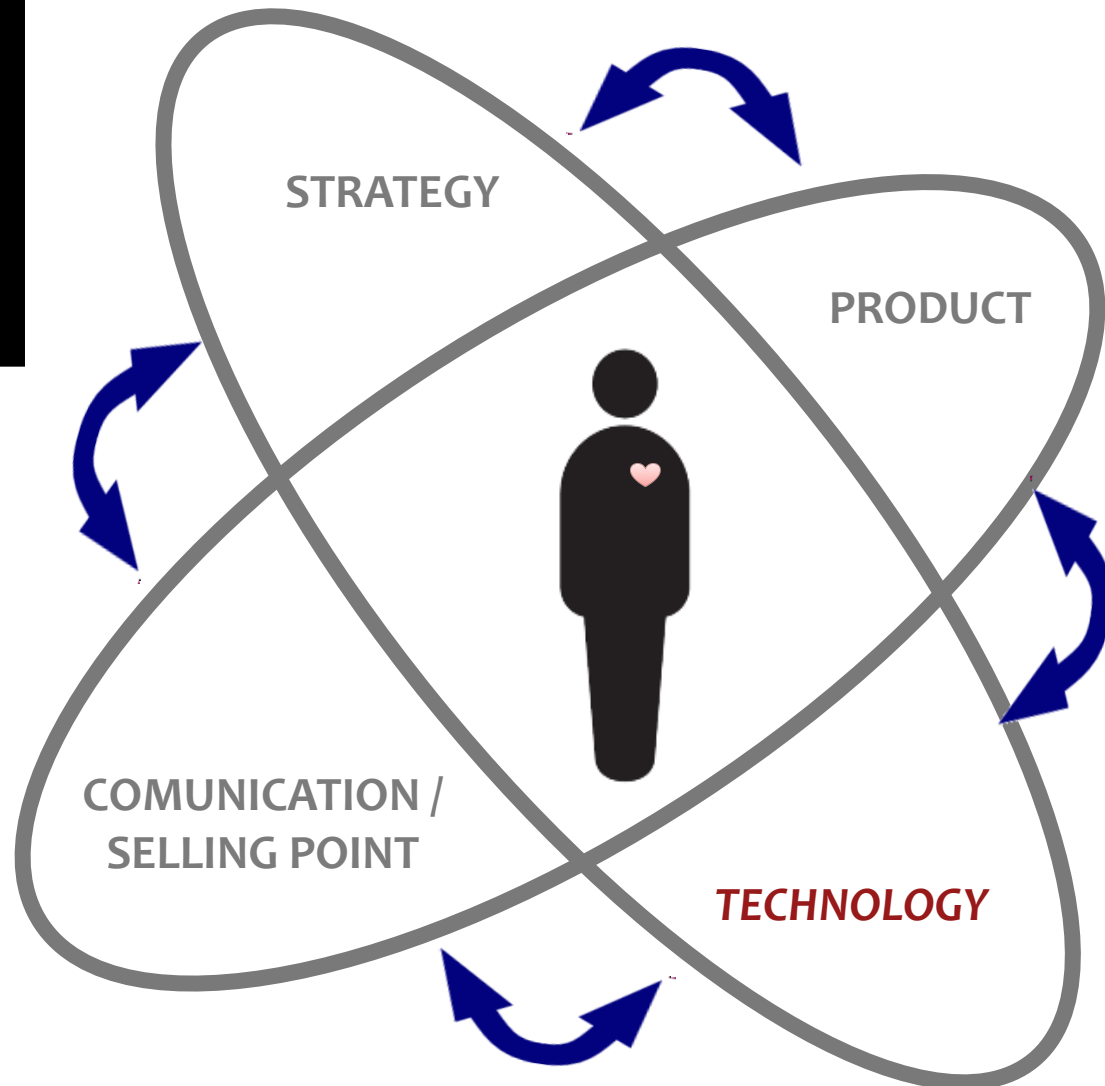
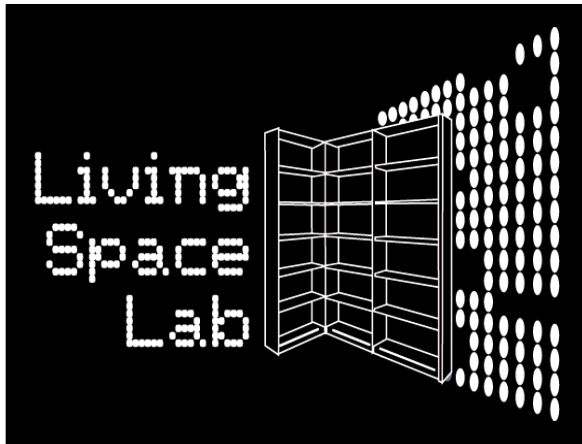
➤ 3D Representation

IT'S NOT ENOUGH!



4. Business orientation using IT

NEW BUSINESS ORIENTATION



4. Business orientation using IT

New Technologies and Emotional Engineering



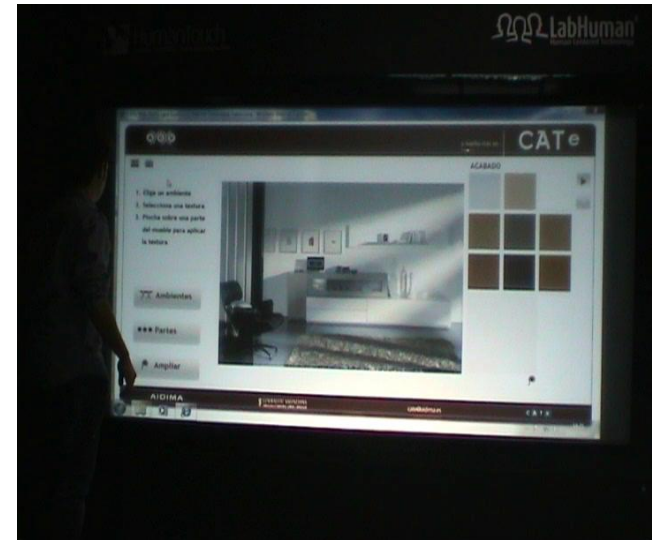
- Detection of new needs and new buying experiences
- Virtual Reality, immersive technology in producers and selling point (Retail Innovation Lab)
- CAVE:
 - Sensorial stimulation
 - Control of user interaction



4. Business orientation using IT



- Augmented Reality for marketing purposes
- Multi-touch interfaces



4. Business orientation using IT

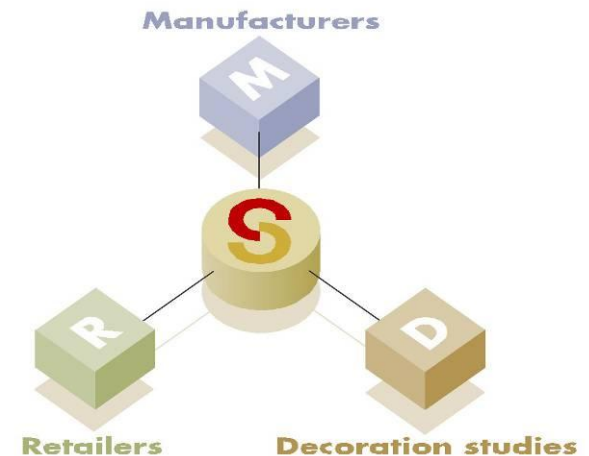
QR: Mobile Marketing



5. Standard data flow in wood-furniture

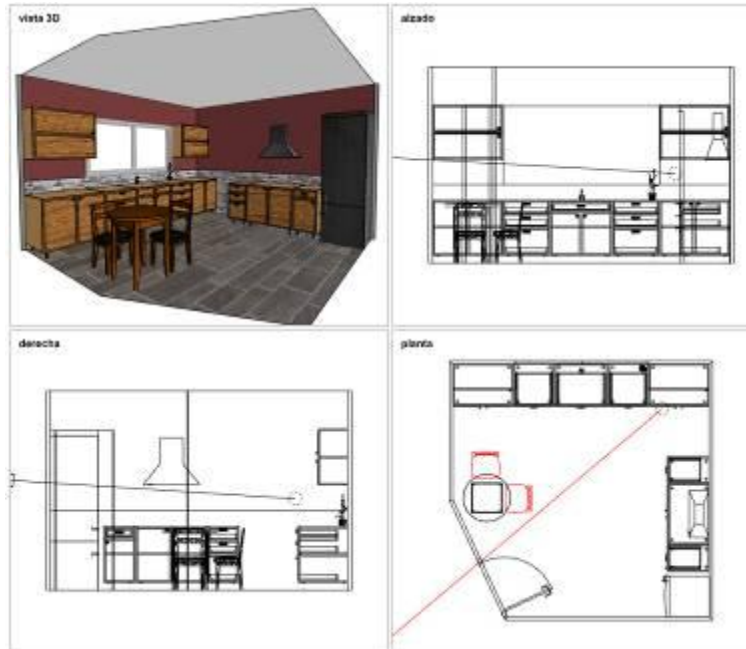
- Enable furniture value chain businesses to improve performance and become more effective and competitive
- Facilitate SMEs' integration and adoption of the **funStep**TM standard based solutions

funStep





B. IT tools for improving buying decision



B. IT tools for improving buying decision

Pasos a seguir

- 1 Elija un ambiente para revestir
- 2 Seleccione la textura a aplicar
- 3 Pinche sobre una parte de la imagen para revestir



Ambientes



Video tutorial



Partes

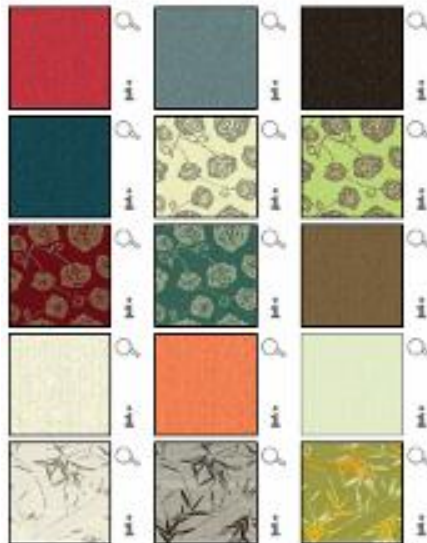


Ampliar

Revestimiento

Modelo: Doblo

TELA



1 2 3 4 5 6 7 8 9 10 11 12

13 14 15 16 17 18 19 20 21 22

23 24 25 26 27 28 29 30





B. IT tools for improving buying decision

The screenshot shows the 'círculo muebles' website's product configuration interface. At the top left is the logo 'cm círculo muebles'. At the top right is the 'AIDIMA INSTITUTO TECNOLÓGICO' logo. A navigation bar contains links: '> Inicio', '> Catálogo exclusivo', '> Catálogo general', '> Mis muebles', and '> Acceder'. A yellow button on the right says '¿Necesita ayuda?' with a small user icon. Below the navigation bar is a progress indicator with three steps: '1. Elegir producto', '2. Configurar producto' (highlighted in yellow), and '3. Solicitar presupuesto'. To the right of the progress bar is a 'Instrucciones' section with two numbered steps: '1. Pinche sobre la tela o acabado que desea aplicar.' and '2. Pinche sobre la parte del producto donde desea aplicarlo.' The main content area is titled 'Configura tu producto' and features 'Day Composicion n°2'. On the left, under the heading 'ACABADO', there is a 4x3 grid of color and material swatches. The central part of the interface is a large image of a modern living room with a white TV stand, a wooden cabinet, and a black chair. Below the image are several interactive buttons: 'Zoom', 'Imprimir', 'Guardar', 'Volver a selección de producto', 'Solicitar presupuesto', 'Ver detalles', and 'Añadir a mis muebles'.

B. IT tools for improving buying decision



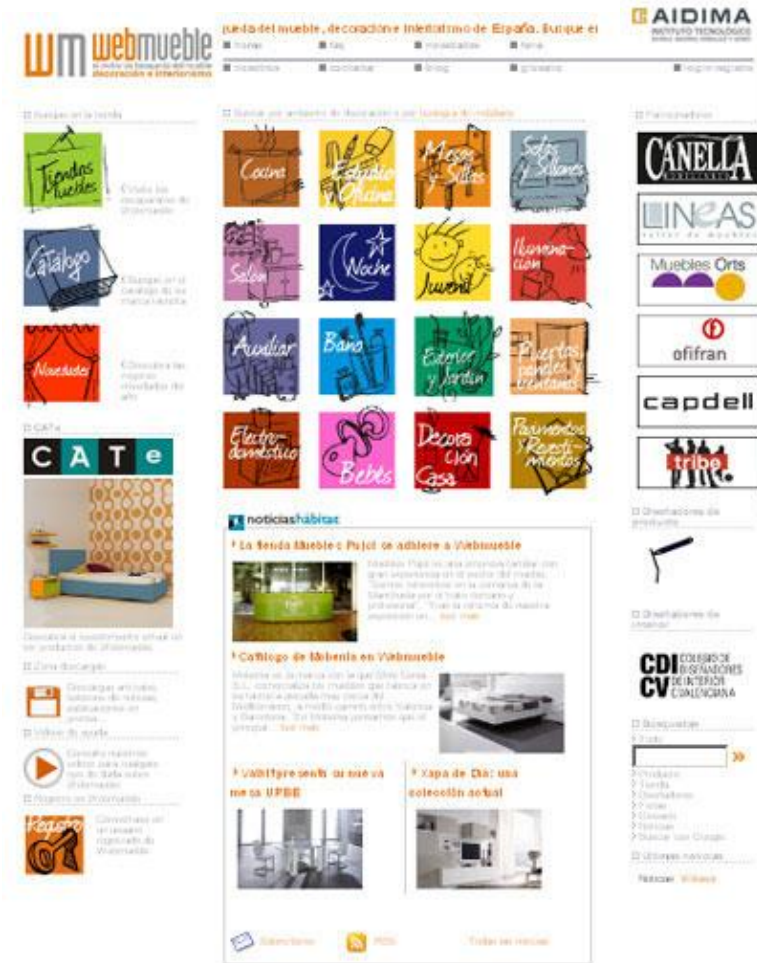
In collaboration with



What is Webmueble?

is a search engine for final consumers to look for any decorative element (furniture, doors, ...) in a house

Mission: promotion of the selling shops providing useful, fast and quick response





B. IT tools for improving buying decision

New technologies => Give better quality in service and image for final clients, providers and consumers

Key success: Customisation and Right response through advance technologies giving as much information as possible to any User



Thank you for your attention



Maria José Nuñez
(mjnunez@aidima.es)

Victoria Lerma
(vlerma@aidima.es)

C/ Benjamin Franklin, 13
Paterna. Valencia
Spain
+34 96 1366070
www.aidima.es