

VIRTUAL REALITY AND CERAMICS: NEW MARKETING PARADIGM

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1. SUMMARY

The ceramic industry has come a long way, but its marketing technologies are obsolete. Virtual reality offers a new way of visualising the product, capable of making a tremendous impact on the public and reducing marketing costs.

Technology in the ceramic world has evolved significantly in recent years with new materials and new processes that create products that had not even been dreamt of a few years ago. Radiant floors, complex shapes, new textures and colours make ceramics a revolutionary material in many fields. However, the way these products are displayed to the public has hardly changed in the last 50 years (with the exception of the Internet, which on the other hand, has now been stagnant for too long).

We have now reached a breaking point and new resources are now needed, suitable for the modernised Ceramic Industry and the new technology society of the 21st century.

2. WHAT DOES IT CONSIST OF?

On the one hand, we need software that can recreate virtual settings in a realistic way, which allows users to move around freely and interact with this world. Applied to the ceramic industry, spectators will be able to move around a virtual house and change the ceramic flooring, cladding and trims at will. If they use active or anaglyph 3D glasses, they will also get a feeling of volume and depth.



Figure 1. Active and anaglyph glasses

On the other hand, we need an audiovisual medium for displaying these images, these settings, to our spectators. There are several levels of complexity and size of the installation needed to enjoy a virtual immersion experience, from surround systems to systems based on a single personal computer, on smartphones or on tablets.

3. WHY WILL THIS TECHNOLOGY TAKE OFF?

The main reason is that the world is moving in this direction. Virtualisation. 3D. Immersion. Virtual Technology. Whoever introduces these solutions will be in the vanguard. The rest will come later.

4. ADVANTAGES/ADVANCES

In general terms, the advantages of this type of system are clear:

- **Public impact**, vital in modern marketing.
- **Cost savings** on transport, logistics and samples.
- **Ecology**, minimising the use of paper.
- **Global reach**, worldwide thanks to the Internet.
- **Exhaustive marketing control**, integrating technologies such as Google Analytics.
- **Facilitates visualisation**, brings the sale closer.
- **Keeps the spectator *focused***. The spectator's attention is the most important value in advertising.

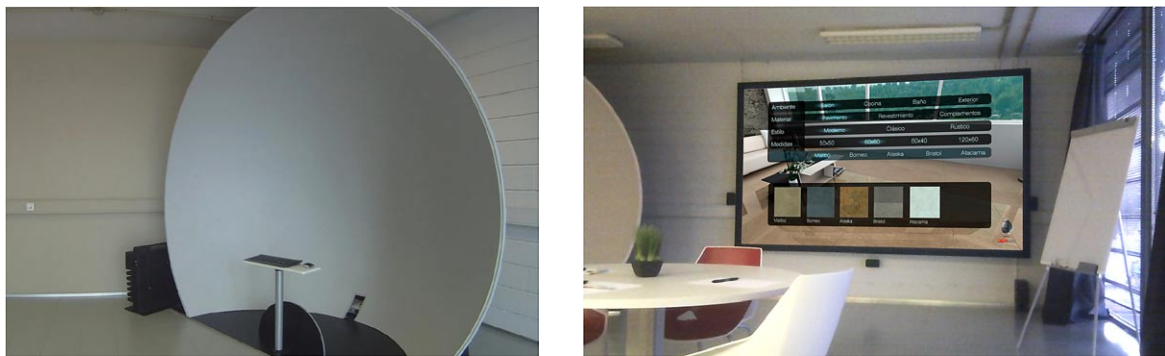


Figure 2 - VR Systems: 3D hemispheric dome and 3D projection screen

5. CONCLUSIONS

In short, the world is advancing rapidly, and 3D and Virtual Reality are technologies that are here to stay. The Ceramic Sector needs to jump on the bandwagon and to stay at the cutting edge of a future that has already arrived.

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April 2011