



Store Visualizer Prime 25

- User guide -

Welcome

This user guide will guide you through the specific features of Store Visualizer Prime 25. Knowledge of the basic features of the Store Visualizer Advanced software is required in order to use the specific functions of the Prime version without difficulty.

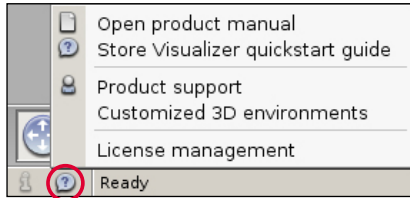
We hope you enjoy using Store Visualizer Prime !

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Technical support

You may access help and technical support resources at any time from within Store Visualizer. Press the “**Help**” icon located on the left hand side of the bottom toolbar, as shown on the image below.



Product manual

Selecting the “**Open product manual**” option will open the Store Visualizer user guide, which you are currently reading. You may also press **F1** at any time to access this manual.

Store Visualizer quickstart guide

An online quickstart guide is available as a quick and easy step-by-step introduction into Store Visualizer. You can open the quickstart guide by selecting the second option in the “**Help**” menu or by clicking the following link: [Quickstart guide](#)

Customized virtual 3D stores

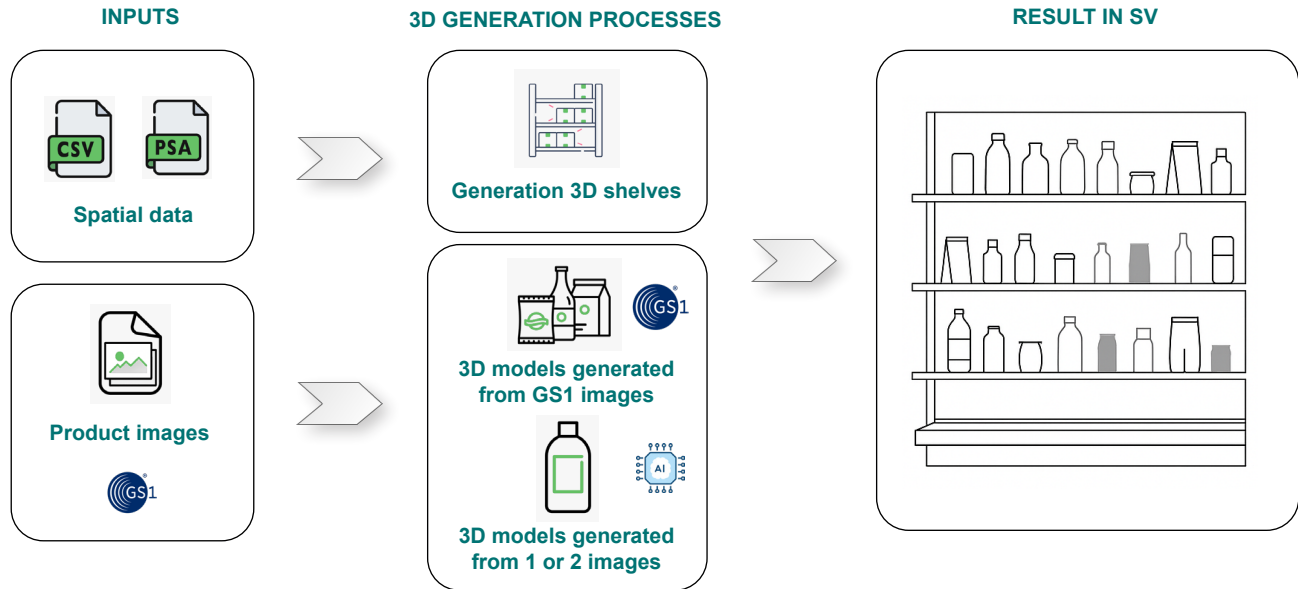
Our 3D design studio offers virtual 3D store modeling services according to the needs of your projects. For more information, click on the following link: [Services > Virtual 3D stores](#)

Chapter 1 : Planogram integration

1.1 Introduction

A planogram is a 2D or 3D visual representation of the location of products on a shelf in a point of sale. Created using specialized merchandising software, the planogram combines **product**-related information (product photos, item codes, packaging dimensions, etc.) with **spatial data** (shelf and aisle dimensions, product placement on shelves, etc.).

The Prime version of Store Visualizer allows you to import these planogram files and quickly convert them into 3D. The software will automatically create the shelves and position all the products on them according to the merchandising plan you have created beforehand. This makes it easier for you to visualize your future layouts in 3D and analyze your merchandising strategies by conducting market research. Store Visualizer then allows you to adjust the products positioned on the shelves and add POS displays and other promotional materials to attract customers' attention.





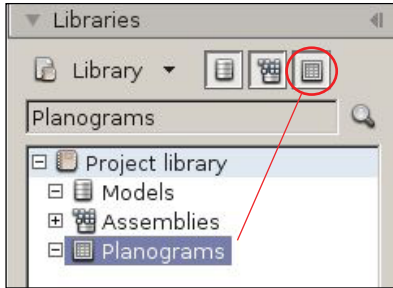
Row of shelves and products generated entirely from a planogram file, with six GS1 images per product

1.2 Importing a planogram file

Store Visualizer requires two elements to import a planogram correctly: the **planogram file** exported from your merchandising software in ***.psa** or ***.csv** format, and the **image files** (photographs) of the products included in this planogram. These images, generally between 1 and 6 per product, follow the **GS1 standard** (see appendix).

The planogram file is used to create shelves with the correct dimensions and to position products in the correct locations. The image files are used to represent the products according to the selected import parameters, as well as the type and number of images provided.

- In the control panel, select the **Tools** section and open the “**Libraries**” drop-down menu.
- Ensure that the “**Planograms**” icon (Fig. 1-01) is enabled to display all planogram sections present in libraries.



▲ Figure 1-01

- Select the **Planograms** section (Fig. 1-01) in the library into which you want to import the planogram file.
- When you have selected the **Planograms** section, the “**Import a planogram**” icon appears (Fig. 1-02).
- Click on the “**Import a planogram**” icon.



◀ Figure 1-02

- The “**Open a planogram file**” window will appear. Select the planogram file that you want to import.

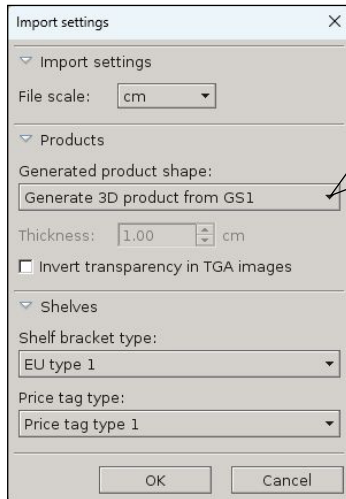


Ensure you have the product image files (either GS1-compliant or at least the front image) or 3D models associated with the planogram file. Otherwise, the generated 3D models will appear white by default.

- Confirm your selection by clicking on **Open**. **Cancel** will abort the import operation.
- The “**Import settings**” window (Fig. 1-03) will appear. It will enable you to select the planogram import settings such as the generation of products and the generation of shelf panels.

1.2.1 Planogram file import settings

The import settings will convert your product image files into 3D models according to the method you have chosen. You can also define the type of shelf bracket and price tag to apply to your shelves.



▲ Figure 1-03

- **File scale:** Choose the unit of measurement to be used when importing the file.
- **Generated product shape:** From the drop-down list, select the 3D representation that will be generated from the image files associated with the planogram products. For more details on the shapes that can be generated based on the image files, see chapter 1.2.2.

Manual thickness with open sides
Product box with single front image
Generate 3D product from GS1
Generate 3D product from all images

- **Manual thickness with open sides:** Only front and rear sides are generated. Thickness is defined manually and will be identical for all products. If the photos of your products have an alpha channel, this will be used for cutting out the shape.
- **Product box with single front image:** A 3D box is generated, onto which an image of the front face is applied. The width of the box is defined by the planogram file and corresponds to the dimensions of the product. If your product images contain an alpha channel, this will be used to cut out the shape of the front face.
- **Generate 3D product from GS1:** Depending on the number of GS1 images available (at least 3 per product), this mode generates 3D models that are as close as possible to your products.
- **Generate 3D product from all images:** By analyzing your images from different sources (GS1 format or others, as well as the number of images available), this mode generates 3D models that are as close as possible to your products. If you have fewer than three images per product, the software will create a 3D model using AI technology. If there are no images at all, it will generate a simple gray box.

- **Shelf bracket type:** Choice of base panel type and shape.
- **Price tag type 1:** Choice of type and shape of price tags.

- Confirm your selection by clicking on **Ok**. **Cancel** will abort the import operation.

1.2.2 Generated product shape

The shape of the 3D products generated to visualize your planogram will depend mainly on the image files you have available and the options you have selected (see chapter 1.2.1).

- **Manual thickness with open sides:** This type of shape is ideal for getting an overview of your shelving, as only the front of the products placed on the shelves are visible.



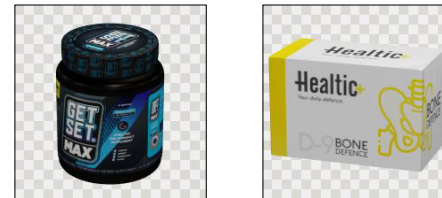
Manual thickness with open sides

- **Product box with single front image:** Based on the same principle as the previous type, this shape is ideal for obtaining an overall view of your shelving while offering a better representation thanks to the volume of the product. However, the shape may appear irregular on the sides if, for example, the product image contains an alpha channel.



Simple box with front image

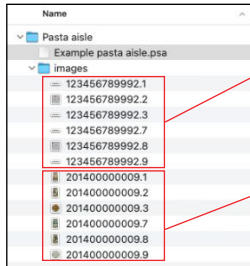
- **Generate 3D product from GS1:** The 3D shape generated from GS1 images will be the most realistic, depending on the number of images available. To use this type of shape, you must have at least 3 GS1 images of the product (the front, one side, and the top). If you have 6, as required by the GS1 standard, the resulting 3D model will be even more accurate and faithful to the actual product.



3D models generated from GS1 image files



To comply with the GS1 standard, image file names must correspond to the **UPC/EAN code** of the product represented, followed by a **number indicating the side concerned**. This nomenclature follows the GS1 standard (see appendix). It is generated automatically by your merchandising software when exporting the planogram file.



In the example on the left, the planogram file "Example_pasta_aisle.psa" is associated with two products, each with six images. These images are stored in a folder named images, located in the same directory as the planogram file.



6 GS1 images per product



Products generated with manual thickness and open sides



3D-generated products with 6 GS1 images per product

- **Generate 3D product from all images:** By analyzing your image files from various sources (GS1 format or others) and their number, this mode uses different methods to generate 3D models that closely represent your products. If you have fewer than three images per product, the software will create a 3D model using AI technology. Based on the front image of the product, the system will determine a shape and apply the corresponding image to it (see chapter 2.2 for more information).



Front image in *.png format

AI-generated 3D model

In this example, the AI system generated a 3D model from a single image representing the front of the product. The label visible on the front of the 3D model is then duplicated to create the back.



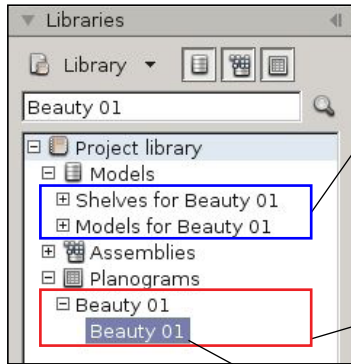
You should keep in mind that an AI-generated 3D model based on a single image will never be as accurate as a model created traditionally by a graphic designer. Some shapes will remain impossible to reconstruct correctly from a single image. This process is especially useful for quickly generating 3D models of products (such as those of your competitors) for which a high level of detail is not necessary.



If, for a given product, the planogram file cannot find a matching image, a simple gray box will be generated with the product dimensions.

1.2.3 Presentation of files linked to the planogram in the library

After importing your planogram file, the 3D models generated from this file as well as the different sections will appear in your library (Fig. 1-04).



▲ Figure 1-04

- **Models:** groups in two separate folders, the 3D models and the shelves generated from the planogram file.
 - The “**Shelves for**” folder followed by the name of the planogram file groups all the shelf elements generated in 3D from the dimensions defined in the planogram file.
 - The “**Models for**” folder followed by the name of the planogram file groups all the 3D models of the products generated from the photos associated with the planogram.
- **Planograms:** groups in a folder the different sections relating to the planogram file that you have just imported. A planogram file can contain numerous sections. In the example, the file contains a *Beauty 01* planogram model, underlined in blue.



▲ Figure 1-05

- Imported planogram models are visible in the “**Model browser**” (Fig. 1-05).

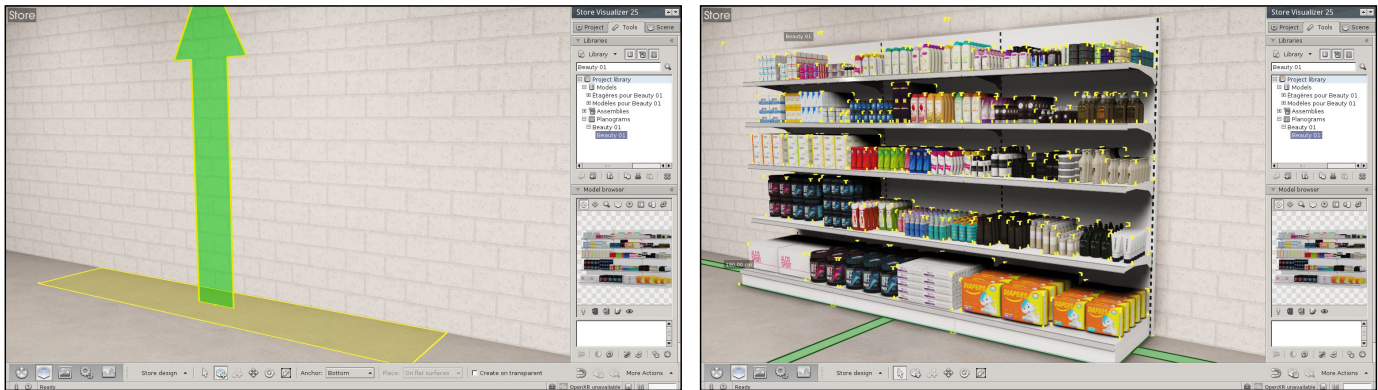


Planogram files (***.psa or *.csv**) contain the instructions required to reconstruct the combination of objects they represent, but they do not contain the models themselves. They always refer to models present in one or more libraries. If these models are no longer available, the planogram referencing is considered incomplete. See chapter 1.8 to repair an incomplete planogram model.

1.3 Creating a planogram instance



- Select the planogram model in the “**Libraries**” drop-down menu that you want to create.
- In the **Object** control toolbar, activate the creation mode by clicking on the “**Create a new object**” icon.
- Move the mouse pointer over the surface where you want to position an instance of the planogram. If positioning of the planogram is possible, a symbolic representation of it will appear (Fig. 1-06).
- You can use the mouse wheel to change the orientation of the instance on the positioning surface.



▲ Figure 1-06

- Once you have determined the position and orientation of your planogram on the placement surface, press the **left mouse button** to create a new instance of the planogram model at the chosen location.
- Once you have finished placing your planograms, click on the “**Create a new object**” icon again to deactivate the creation mode.



When creating a planogram, Store Visualizer will automatically start the “**Store design mode**” construction mode

1.4 Selecting and manipulating a planogram in the 3D scene

When a planogram is created in the 3D environment, you can use the classic object manipulation tools to **select**, **move** or **rotate** it.



Unlike assemblies, objects forming part of a planogram form an entity and are not separated. Using the **store design mode**, you select and/or manipulate the entire planogram. This makes it easy to update the planogram file from your merchandising software (see chapter 1.7).

- In the **Object** control toolbar, select the “**Store design mode**” construction mode.
- Activate the desired manipulation mode by clicking on one of the “**Select objects**”, “**Move selection**” or “**Rotate selection**” icons.
- Position the mouse cursor on the planogram that you want to select or manipulate and press the **left mouse button**.
- The shelves and products contained in the planogram will be identifiable by a selection box surrounding them. The name of the planogram section appears at the top left of the selection.



It is not possible to use “**Scaling**” with a planogram positioned in a project.

1.5 Selecting and manipulating a product that is part of a planogram

You can always independently **select** and **manipulate** all products and shelf panels that are part of a planogram instance that you have created in the 3D environment. For example, if you want to replace a product without using your merchandising software, this is possible.

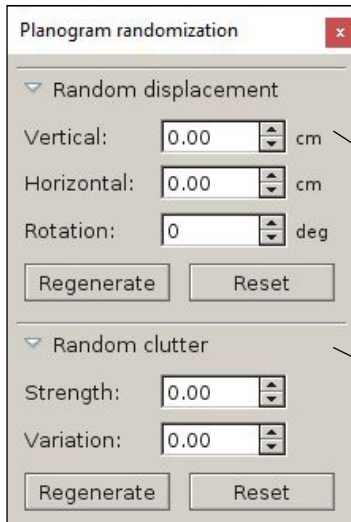
- Use the classic object selection and manipulation functions to make your changes. Select the correct construction mode beforehand.



Any changes you make within a planogram instance (deleting, replacing, manipulating a product, etc.) will not affect your original planogram model.

1.6 Changing the appearance of a planogram model

The placement of products created from a planogram file may appear too “perfect” and too well aligned for a real world store scenario. We have therefore added a random perturbation function in the process of positioning products on a shelf frame, thereby increasing the realism of their appearance.

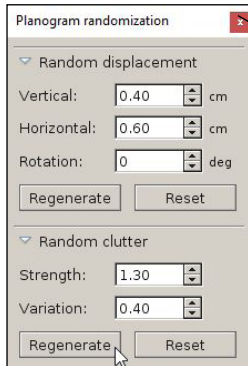
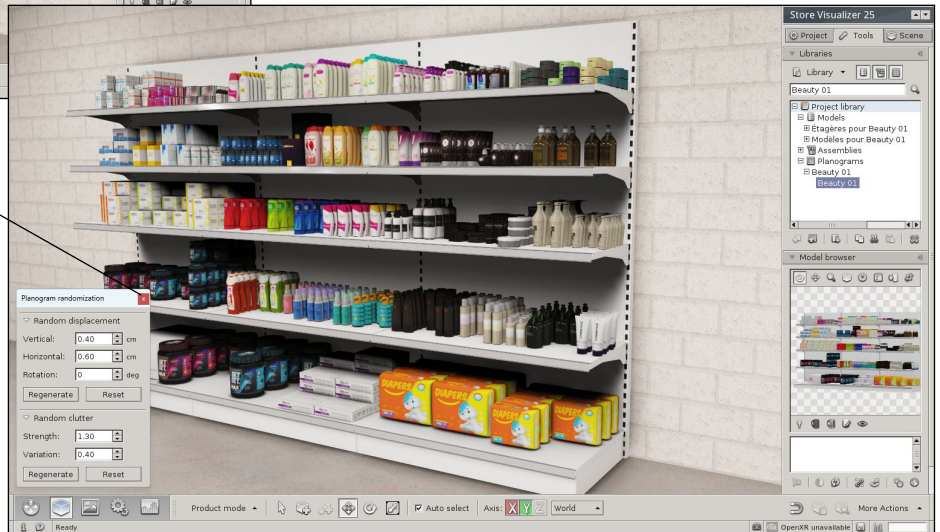
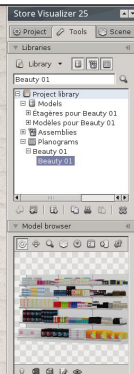
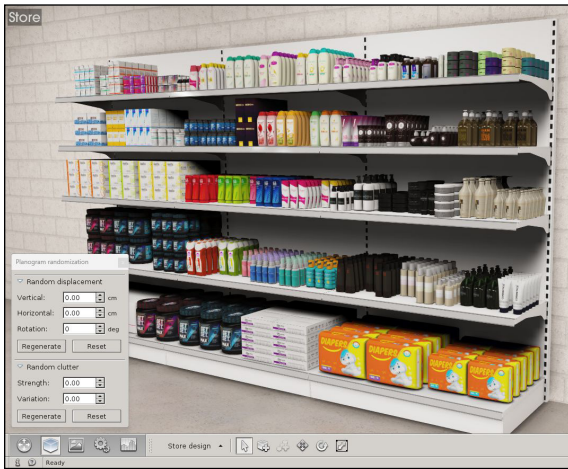


▲ Figure 1-07

- Select the planogram model in the “**Libraries**” drop-down menu (Fig. 1-04) to which you want to give a random appearance.
- **Right-click** to open the contextual menu and select **Randomizer**.
- The “**Planogram randomization**” window (Fig. 1-07) will appear. You will be able to vary the displacement of products as well as the number of products available on the shelf.
 - **Vertical**: creates a random displacement of the depth between the products based on the value entered.
 - **Horizontal**: creates a random horizontal displacement between the products based on the value entered.
 - **Rotation**: creates a random rotation of the products based on the value entered.
 - **Strength**: simulates a random purchase of products. The higher the power, the more products will be removed from the planogram model.
 - **Variation**: adds random variation in the number of products removed.
 - **Regenerate**: changes the random distribution. Click the button until the random visual appearance is right for you.
 - **Reset**: restores the original planogram without any random modification.



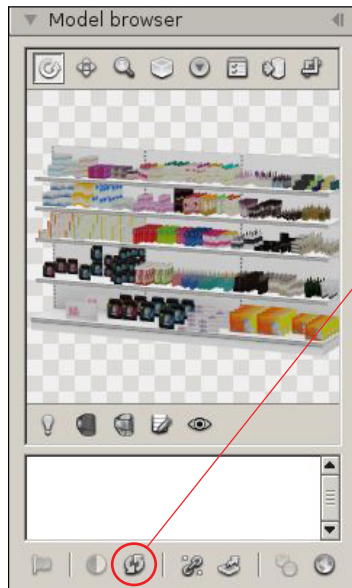
The effects of the “**Randomize**” function are directly visible in the “**Model browser**” as well as on the instances of the planogram model placed in the 3D environment (Fig. 1-08).



▲ Figure 1-08

1.7 Updating a planogram model

When you have changed the planogram file using your merchandising software, you can quickly update it in Store Visualizer so that the previously imported planogram model has the same changes. Changes may be the addition or removal of products, positioning products or various changes to panels and shelves.



▲ Figure 1-09

- In the control panel, select the **Tools** section and open the “**Libraries**” drop-down menu.
- Select the *planogram model* you want to update.
- In the “**Model browser**” drop-down menu, click on the “**Update this resource**” icon (Fig. 1-09). Store Visualizer will compare the new planogram file (*.psa, *.csv) with the source file that was imported. All changes made and saved with the merchandising software will be made to the *planogram model* selected and to all instances of the model positioned in the 3D environment.
- If you have added new products when making changes to your merchandising software, ensure you have 2D images or 3D models linked to the new planogram file. These will be imported during the update and added to the library. If you do not have images or models, they will still be generated but will be blank by default.

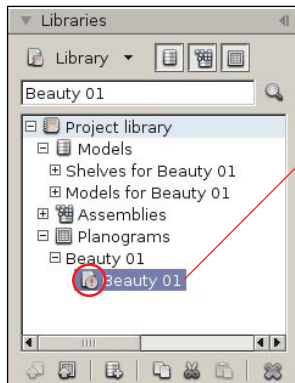


If you had already manually modified the planogram instance in the 3D environment, it may be the case that updating the planogram model creates situations such as you having products overlapping each other, etc.

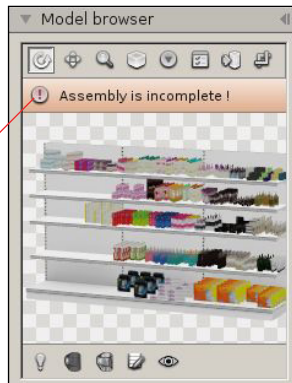
1.8 Repairing a planogram model

Planogram files contain the instructions required to reconstruct the combination of products they represent, but do not contain their models. They always refer to product models present in the same or another external library. If these models are no longer available, either because they have been deleted or because the planogram contains products found in a library that has not been loaded, the planogram referencing is considered incomplete. It will then be impossible to create an instance of the planogram in the 3D environment and you will first have to repair it.

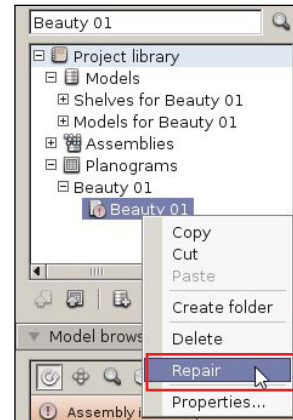
- In the “**Planograms**” section of the library, an icon will appear in front of the incomplete planogram model (Fig. 1-10).
- In the “**Model browser**” (Fig. 1-11), a red “**Assembly is incomplete!**” notification warns you that the planogram does not contain all of the products that were used to create it. The “**Model browser**” displays the planogram model as-is without the missing products.
- To repair it, you have two solutions. Load the external library or libraries containing the models of the products referenced in the planogram so that it can be automatically repaired. If you have deleted the models of the products, you can still regenerate them from your original planogram files.
- Select the planogram model that you want to repair in the “**Libraries**” drop-down menu (Fig. 1-12). **Right-click** to open the contextual menu and select **Repair**. The “**Generating models**” window appears while the missing models are being created. At the end of the repair, the “**Assembly incomplete!**” icon and notification disappear.



▲ Figure 1-10



▲ Figure 1-11



▲ Figure 1-12

1.9 Associating a planogram with 3D models

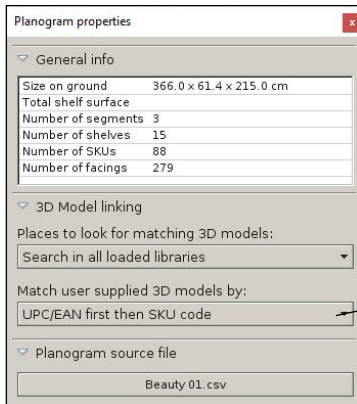
Planogram files (*.psa or *.csv) created from merchandising software are usually accompanied by product images, and few people work directly with 3D models. That's why Store Visualizer automatically creates 3D shelves when importing the planogram file and generates a 3D model of the products according to the desired shape.

To increase the realism of your simulation, you can use real 3D models for your products. Store Visualizer allows you to automatically replace the 3D models generated during planogram import with 3D models previously created with a CAD software, using metadata functions.



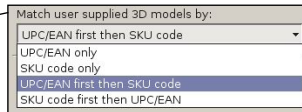
Store Visualizer will always give preference to 3D models of your products over models generated from images.

- Select the planogram model in the “**Libraries**” drop-down menu. **Right-click** to open the contextual menu and select **Properties ...** (Fig.1-12).
- The “**Planogram properties**” window (Fig. 1-13) appears.



▲ Figure 1-13

- **General:** Contains all the general information concerning the planogram model generated. The dimensions on the ground and the total surface area of the shelves, the total number of segments, shelves, UGS and facings (frontals) included in the planogram model.
- **Places to search for 3D models:** The location of the libraries sought for finding the 3D models of the products.
- **Assign the 3D models:** Drop-down list grouping the different ways of assigning the planogram model to 3D models by the metadata.

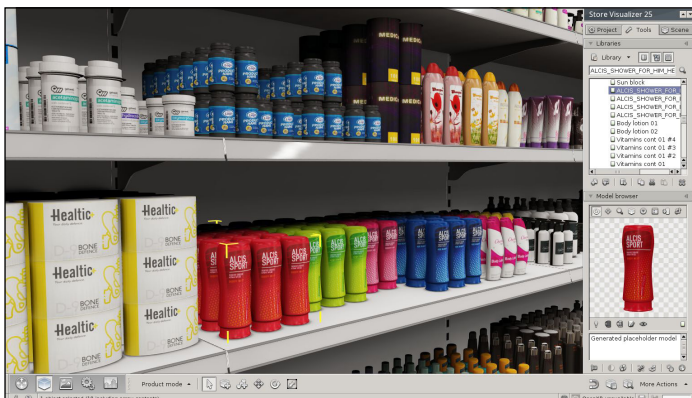


Store Visualizer can identify a product by its UPC/EAN or by its ID, both metadata associated with the 3D model of the product (see chapter 14). If one of these metadata matches the data present in the planogram file, this 3D model will replace the basic product generated from photos.

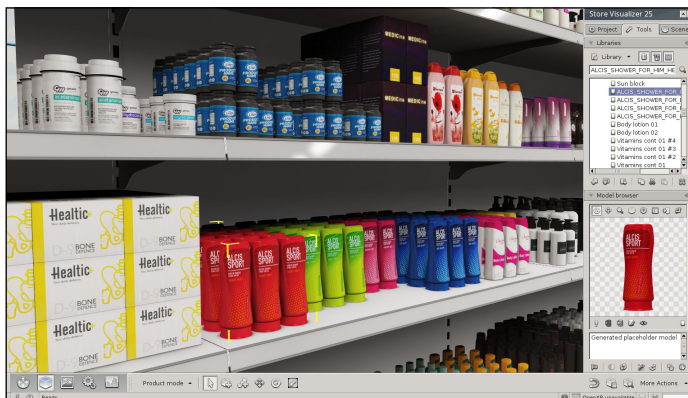
- **Source file:** Shows the name and the link to the source file.



If you load an external library containing the 3D models of your products and the metadata corresponding to the information included in the planogram file are correctly assigned, then the products generated from the images will be automatically replaced by your 3D models (Fig. 1-15).



▲ Figure 1-14



▲ Figure 1-15

Example: In Fig. 1-14, we have a planogram instance consisting of 3D-generated shelves and 3D models generated from an image of the front of the product using an AI technique (chapter 1.2.2: Generate 3D product from all images). When importing the planogram file, Store Visualizer also assigned the various metadata fields that were available to the products.

In Fig. 1-15, we loaded an **external library containing 3D models** of various products, which had been previously created using CAD software. We added UPC/EAN metadata to each 3D model so that it matched the planogram file. In the planogram model properties, we then selected the option to **assign 3D models by UPC/EAN**. All 3D models generated by AI from an image and sharing the same UPC/EAN as a CAD model were then automatically replaced.



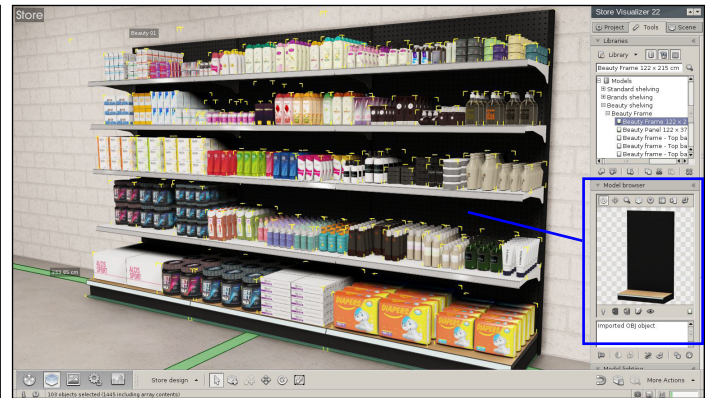
The shape of a 3D model created by a graphic designer using CAD software will always be more accurate (see fig. 1-15) than one generated from images. In addition, a model derived from images will not offer the same flexibility in terms of materials as a conventional 3D model.

1.10 Modify or replace the model of an auto-generated shelf

Shelves and panels generated automatically by Store Visualizer when importing the planogram file behave like classic 3D models. By selecting them in the library (see chapter 1.2.3), you can change their appearance using the materials editor. You can also replace them with other 3D models if, for example, you have shelves with specific shapes, fridges, etc.



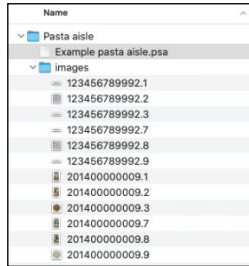
When you want to replace an automatically generated shelf with another 3D model, the dimensions of the two shelves must be identical. Otherwise, you may have shelves that overlap each other or have gaps.



1.11 The search paths

In order to associate GS1 product images with your planogram files, Store Visualizer uses the following search paths:

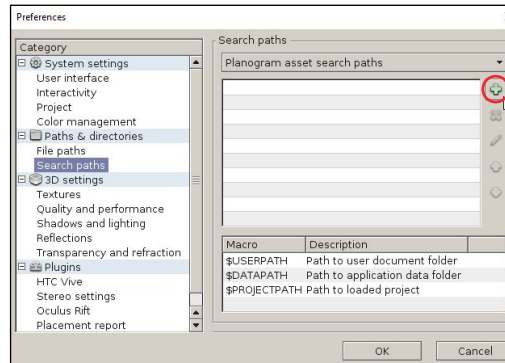
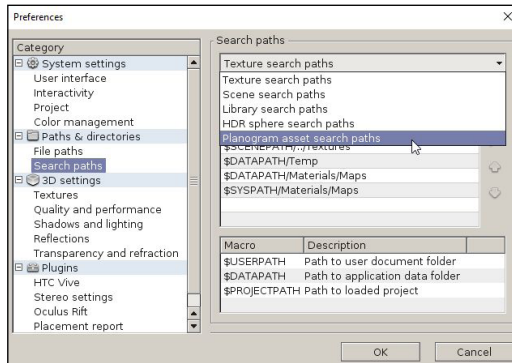
- All directories present in the same directory of the planogram file (Fig. 1-16).



▲ Figure 1-16

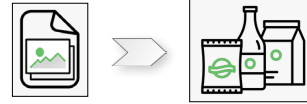
In the example, the planogram file “Example_pasta_aisle.psa” is associated with two products, each with six GS1 images. The images are stored in a folder called images, which is located in the same folder as the planogram file.

- All personalized directories in Preferences>Paths & folders>Search paths>Planogram asset search paths. Searches will be performed in the order shown in the list. You will also be able to have a centralised location (such as a server) for all the photos of the products used in your various planograms.



Chapter 2 : Create 3D models from images

2.1 Introduction



This feature allows you to create a 3D model from one or more images of a product, using various AI techniques. The more images you have of the product, the more realistic the generated 3D model will be. The level of realism depends directly on the number of images available, their resolution, and their format. The summary table below shows the different use cases supported.

Initially optimized for simple, standardized packaging shapes such as **cans**, **bottles**, **tins**, **jars**, and common **plastic containers** (shampoo bottles, tubes, etc.), the feature can also be used to model **cardboard boxes** and **bags** (chips, candy, coffee, etc.) when you have, for example, six images in **GS1* format**.

However, packaging with concave areas (e.g., sprays), openings or handles (e.g., laundry detergent bottles with handles), or non-standard shapes are not yet supported. In these cases, the generated 3D model may contain artifacts, such as cutting errors or incorrect representation of the geometry.



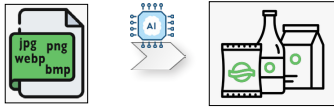
You should keep in mind that a 3D model generated by AI from a single image will never be as accurate as a model created by a graphic designer using CAD software. Some shapes are impossible to generate correctly from a single image. Nevertheless, this approach remains very useful for quickly generating 3D models of products (for example, those of your competitors) when the level of detail is not essential!

Number of product images	GS1 image format*	Notes
1 (Front face)	Optional	The image of the front is used to generate the shape using AI. This same image is duplicated to create the back and sides of the product.
2 (Front / back faces)	Optional	The shape of the 3D model is generated from the front face. The front and back faces will be distinct thanks to the two images provided.
3 (Front face / side / top)	Required	The three GS1 images enable a more accurate 3D generation, providing more information about the product's volume.
6 (Front / back faces / 2 sides top / bottom)	Required	The six standardized images offer the highest level of precision and enable the creation of a 3D model that is very close to reality.

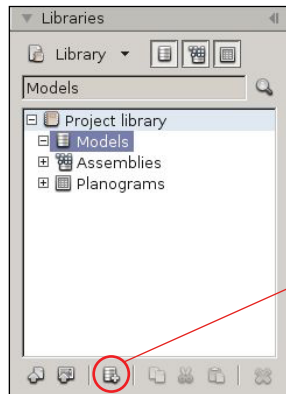
*A GS1 image is a picture of a product that meets the GS1 guidelines, making sure the framing, lighting, and angles are just right for using it with merchandising tools.

2.2 Creating a 3D model of a product from a single image

You have a 2D image of a product and want to quickly obtain a 3D version. The 3D model generator uses AI technology to automatically create a 3D model from an image. From this, the feature can produce packaging with simple, standardized shapes, such as **cans**, **bottles**, **jars**, or **common plastic containers** (shampoo bottles, tubes, etc.).



You can create a 3D model from the following image files: **jpg, png, tga, tiff, webp, bmp**.

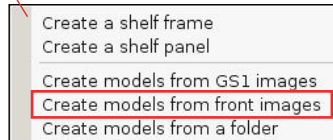


▲ Figure 2-01

- In the control panel, select the **Tools** section and open the “**Libraries**” drop-down menu (Fig. 2-01).
- Select the **Models** section (Fig. 2-01) in the library into which you create a 3D model.
- Click on the “**Create a new model or resource**” icon (Fig. 2-02). A drop-down menu opens (Fig. 2-03).



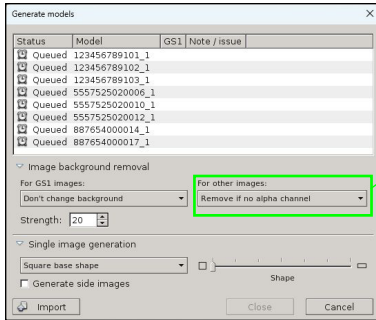
◀ Figure 2-02



▲ Figure 2-03

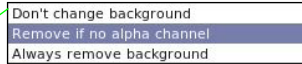
- From the drop-down menu, select “**Create models from front images**.”. The “**Load image file**” window will appear. Select the image files that you want to load. Multiple files can be imported at the same time.

- Confirm your selection by clicking on **Open**. **Cancel** will abort the import operation.
- The “**Generate models**” window (Fig. 2-04) will appear. The names of the image files you have selected will be displayed in a list.



▲ Figure 2-04

• **Image background removal:** If the background of your product image does not have an alpha channel (transparency), you will need to use this setting so that the system can correctly cut out and reproduce the shape of your product. Click on the entry for other images to open the drop-down menu (Fig. 2-05) and select the desired option.

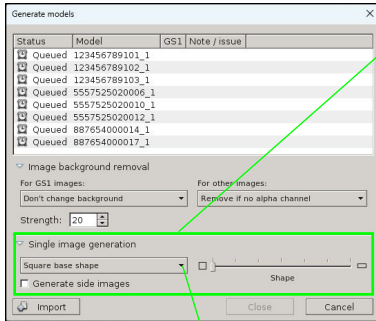


◀ Figure 2-05

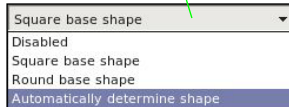
- **Don't change background:** The background of the image has a transparency channel and must not be modified.
- **Remove if no alpha channel:** The background of the image does not have an alpha channel and must be removed.
- **Always remove background:** Whether or not the image background has an alpha channel, it will always be removed.
- **Strength:** This parameter defines the tolerance for removing background colors around an object. The higher the value, the wider the range of colors considered as "background." For example, if a product with many white areas is placed on a white background, increasing the strength will also remove shades of white that are close to those of the background. Please note: a strength that is too high may result in the removal of certain parts of the product whose color is similar to that of the background.



By default, the strength value is set to 20.



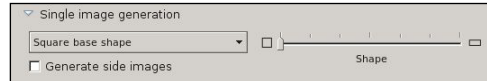
▲ Figure 2-06



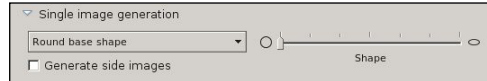
- **Single image generation:** Depending on the quality of the image provided, the AI may be able to generate the 3D model correctly or may encounter limitations. If the shape of the product is not identified automatically, several parameters can be used to guide the generation process. Use the drop-down menu to select the most appropriate method.

- **Disabled:** Disables the single image generation feature. This is important if, for example, you are importing a planogram from GS1 images and several of your product images only have a single photo, and you do not want the system to use AI generation.

- **Square base shape:** You force the generation of your 3D model to have a square base. Drag the slider to select the shape between square or rectangular.



- **Round base shape:** You force the generation of your 3D model to have a round base. Drag the slider to select the shape between round or oval.

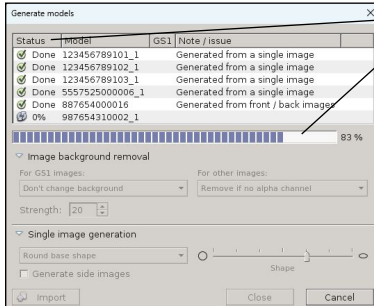


- **Automatically determine shape:** The system will automatically identify the shape of the product from the image.

- **Generate side images:** By default, the AI duplicates the front image you provided to create the back of the 3D model. However, the sides of the product are not known. When you enable this feature, the AI generates left and right side images based on the available information: it analyzes the dominant color and visual elements in the front image, then creates a consistent transition between the front and back sides. This interpolation allows you to complete the 3D model with credible sides, even in the absence of specific images.

Once you have adjusted the settings to suit your needs, start the creation process:

- Click on the **“Import”** button (Fig. 2-07).



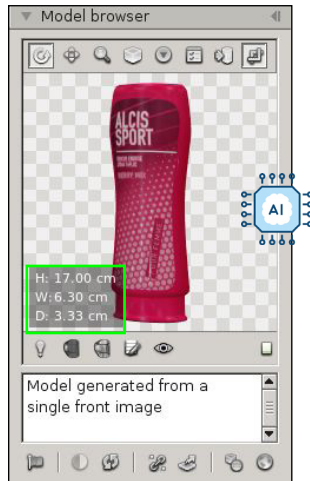
▲ Figure 2-07

A **progress bar** for the import process appears in the window. The **Status** column provides a clear overview of what is happening during the import phase. As soon as a file’s status changes to **Complete**, the 3D model generated from your image appears in **“Libraries”** and is displayed in the **“Model browser”** window (Fig. 2-08).



The import time depends on the number and complexity of the 3D models to be generated, as well as the power of your computer.

- You can **Cancel** the import process at any time. When the cancellation process is complete, the **“Generate models”** window will remain open and you will be able to interact with the generated 3D models. Using this window, click on the name of a generated 3D model with a status of ‘Completed’ in the list to select it directly from the object library and display it in the **“Model browser”**.
- Click **Close** to exit the Generate models window or **Resume** to continue importing templates if you interrupted the import process.



▲ Figure 2-08



Please note that an AI-generated 3D model based on a single image cannot match the accuracy of a model created traditionally by a graphic designer. However, this method is still useful for quickly creating 3D representations of products (such as those of your competitors) when a high level of detail is not required.

The 3D model of the product, generated from a single image using AI technology, will automatically duplicate the front image provided to create the back of the model. This means that when you rotate the object in the viewer, the front will be identical to the back, unless you have enabled the **Generate side images** option during import.

Like any conventional 3D model, this one will include materials generated during import, which you can then modify (see chapter 2.5).

Since an image does not contain any information about the product’s dimensions, the 3D model is generated with **default dimensions**. There are two methods for adjusting the model’s dimensions (see chapter 2.6).

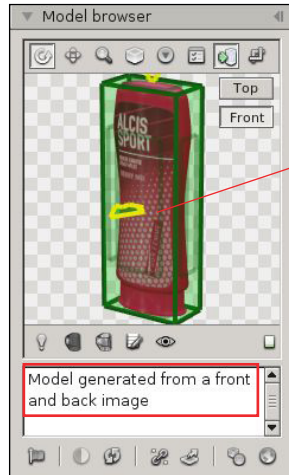
2.3 Creating a 3D model of a product from two images

You may have two images of your product: the **front** and the **back**. In this case, generating the 3D model using AI technology will be more accurate, as the back will actually be used instead of simply being duplicated. However, this option is still optimized for packaging with standardized shapes, as described in chapter 2.2.

The creation procedure is identical to that described in chapter 2.2 **“Creating a 3D model of a product from a single image”**, but your files must be correctly prepared. In order for the AI system to identify the image as the back side of the same product, you must add **_back** to the file name corresponding to the back side. The rest of the name must be strictly identical to that of the front image.



Two image files to generate the 3D model of the product



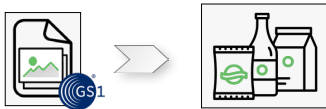
3D model generated from a front and back image of the product.

2.4 Creating a 3D model of a product from 3 or 6 GS1 images

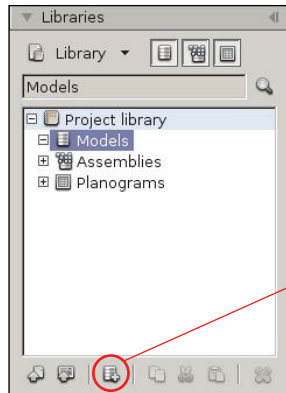
If you have images of your products in GS1 format, you can now convert them directly into 3D models. The process is identical to that used when importing a planogram, where GS1 visuals are automatically transformed into 3D models.

The generated models will be created according to the parameters you have defined, then added to your **library** so that they can be used like any other 3D model in Store Visualizer. This feature is optimized for packaging with standardized shapes, such as **cans**, **bottles**, **jars**, **cartons**, **common plastic containers** (shampoo bottles, tubes, etc.), and **bags** (chips, candy, coffee, etc.).

However, packaging with concave shapes (e.g., sprays), openings such as integrated handles (detergent bottles with handles), or more complex geometries are not yet supported. In these situations, the generated 3D model may exhibit artifacts, such as cutting errors or approximations of the actual shape.



A GS1 image file has the following format: *.1. This file format corresponds specifically to the **front** of the product. During import, only images identified as front sides *.1 will be displayed in the selection window. For more details on the structure and nomenclature of GS1 files, please refer to the dedicated Appendix.

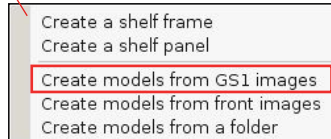


▲ Figure 2-09

- In the control panel, select the **Tools** section and open the “**Libraries**” drop-down menu (Fig. 2-09).
- Select the **Models** section in the library into which you create a GS1 3D model.
- Click on the “**Create a new model or resource**” icon (Fig. 2-10). A drop-down menu opens (Fig. 2-11).



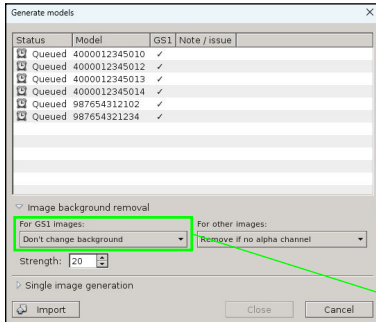
◀ Figure 2-10



▲ Figure 2-11

- From the drop-down menu, select “**Create models from GS1 images**”. The “**Open GS1 image files**” window will appear. Select the GS1 files you want to import. Multiple files can be imported at the same time.
- Confirm your selection by clicking on **Open**. **Cancel** will abort the import operation.

- The “**Generate models**” window (Fig. 2-12) will appear. The names of the GS1 files you have selected will be displayed in a list.



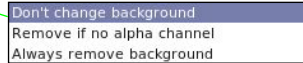
▲ Figure 2-12

- If the image files you have selected comply with the GS1 format, the symbol ✓ (check mark) will appear in the **GS1** column.



To generate a 3D model from GS1 images, you will need at least 3 images of the product (front, side, and top views). If you have 6 images, as required by the GS1 standard, the 3D model of your product will be more realistic.

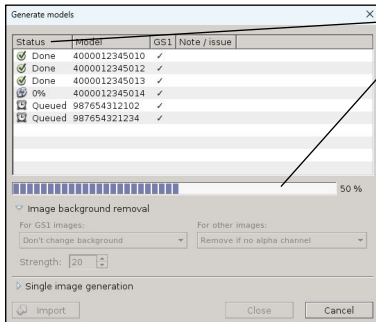
- Settings for **removing the background from the image** can be configured. Click on the entry reserved for GS1 images to open the drop-down menu (Fig. 2-13) and select the desired entry. By default, the background should not be modified, but the alpha channel for transparency may not be properly defined. In this case, use one of the two entries to remove the background correctly.



◀ Figure 2-13

Once you have adjusted the settings to your needs, start the creation process:

- Click on the “**Import**” button (Fig. 2-12).



▲ Figure 2-14



A **progress bar** for the import process appears in the window. The **Status** column provides a clear overview of what is happening during the import phase. As soon as a file's status changes to **Complete**, the 3D model generated from your GS1 image appears in “**Libraries**” and is displayed in the “**Model browser**” window.

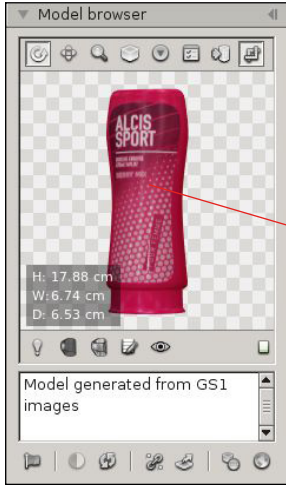


The import time depends on the number and complexity of the 3D models to be generated, as well as the power of your computer.

- You can **Cancel** the import process at any time. When the cancellation process is complete, the “**Generate models**” window will remain open and you will be able to interact with the generated 3D models. Using this window, click on the name of a generated 3D model with a status of ‘Completed’ in the list to select it directly from the object library and display it in the “**Model browser**”.
- Click **Close** to exit the Generate models window or **Resume** to continue importing templates if you interrupted the import process.

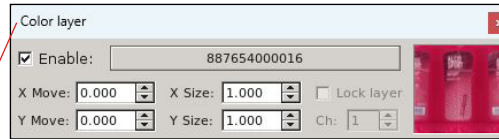
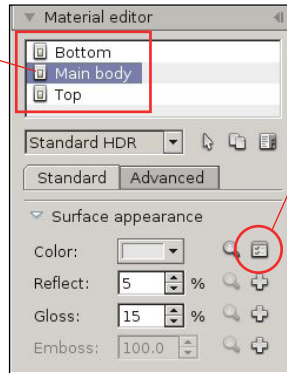
- The 3D models, generated from the GS1 images, will appear in the previously selected “**Library**” and the last selected model will be displayed in the “**Model browser**”.

2.5 Materials of a 3D model generated from images



▲ Figure 2-15

For each 3D model generated, three distinct materials are automatically created: **Bottom** (bottom of the product), **Main body** (the body of the product), and **Top** (the top of the product). The imported image is then cut out and applied to the **Color** layer of each of these materials. A default level of **reflection** and **glossiness** is also added, and you can adjust these settings in the “**Material Editor**”. It is essential to use an image with sufficient resolution to avoid artifacts such as blurred text or pixelated areas.



The image applied to the 3D model comes directly from the image(s) used during generation. The more images you provide (front, back, sides), the more accurate the rendering will be on the **Color** layer.

However, note that these images often come from professional studio photography. They may therefore contain artifacts related to shooting conditions (such as reflections, shadows, etc.) which will also be visible on the final 3D model.



The management of **transparent areas** of packaging generated from an image is not interpreted when creating the 3D model, as the image does not contain any information about the actual nature of the materials. For example, a bottle photographed in a studio against a neutral background will display the color of the background in the original image in its transparent areas.

2.6 Dimensions of 3D models generated from images

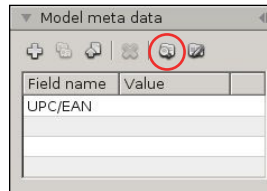
Since an image does not contain any information about the product's dimensions, the 3D model is generated with **default dimensions**. You have two methods to adjust these dimensions: either by manually editing the values using the **Show model simensions** tool available in the “**Model browser**” window (Fig. 2-15), or (if you have generated many models) by using the model metadata. With this method, you can adjust the dimensions of all generated 3D models in just a few clicks. For more information about metadata, please refer to the Store Visualizer Advanced manual.

- Add a new field to your database: **Height**, and a new **value** for all 3D models that you generate from GS1 image files.

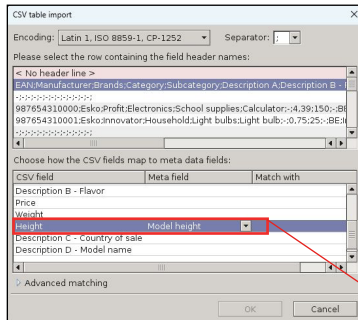
	G	A	B	C	D	E	F	G
	EAN	Brands	Category	Description A	Price	Weight		Height
1								
2								
3								
4	887654000013	Alicis Sport	Personal Care	Counter display empty	1250	5000		
5	887654000014	Alicis Sport	Personal Care	Shower for Him - Body Heat	2,35	470		18.01
6	887654000015	Alicis Sport	Personal Care	Shower for Her - Kiwi	2,15	470		18.01
7	887654000016	Alicis Sport	Personal Care	Shower for Her - Berry	2,15	470		18.01
8	887654000017	Alicis Sport	Personal Care	Shower for Him - Ice Blast	2,55	470		18.01
9								
10	887654000018	Alicis Clean	Household	Toilet exquise	4,85	470		
11	887654000019	Alicis Clean	Household	Toilet exquise promo pack 2	8	940		
12								
13	987654320000	GET SET DRINK	Beverages	Energy drink - Coconut & Ber	2,39	560		
14	987654320001	GET SET DRINK	Beverages	Energy drink - Apple Lime Tr	2,39	560		
15	987654320002	GET SET DRINK	Beverages	Energy drink - Tropical Blenc	2,39	560		
16								
17	987654320003	GET SET DRINK	Beverages	Energy drink - Coconut & Ber	2,39	560		

In this example, we have added 4 values for shower gels in a new height column.

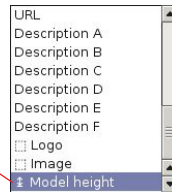
- In the “Model Metadata” drop-down menu, click on the “Import Metadata” icon (Fig. 2-16). The “Import Database File” window will open. Select the database file you want to import. The “Import CSV Table” window (Fig. 2-17) will appear.



▲ Figure 2-16



▲ Figure 2-17



- Use the “**Meta field**” drop-down list (Fig. 2-17) to assign the CSV Height field to the meta field: **Height**. This specific meta field will modify the height of all corresponding 3D models during import.

Appendix

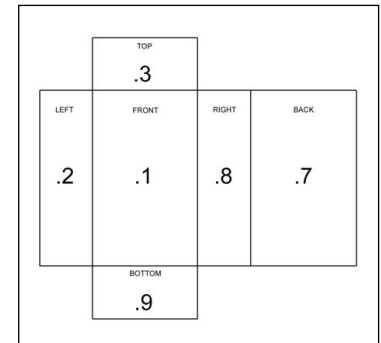
GS1 format

GS1 (short for Global Standards 1) is a global organization active in standardizing the coding methods used in the logistics chain. GS1 aims to establish standards and solutions facilitating the trade in consumer goods worldwide, thus targeting the entire distribution chain from producer to consumer. More information available on its [site](#).

The GS1 standard describes precisely how the product photos should be created and how they are named, and therefore subsequently associated with a planogram file.

- **GTIN number (UPC/EAN):** these are characters that uniquely identify products (mandatory). Store Visualizer uses these characters to associate a planogram with 3D models (see chapter 1.9).
- **Naming of images/photos:** the images associated with the planogram file must be presented and named as follows. Only the front face is required to generate a 3D model. The five additional faces are optional but strongly recommended, and will generate a more realistic 3D model if available

- (GTIN) .1 --- photo of the **front**
- (GTIN) .2 --- photo of the **left side**
- (GTIN) .3 --- photo of the **top**
- (GTIN) .7 --- photo of the **back**
- (GTIN) .8 --- photo of the **right side**
- (GTIN) .9 --- photo of the **bottom**



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Store Visualizer Prime User Guide.

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