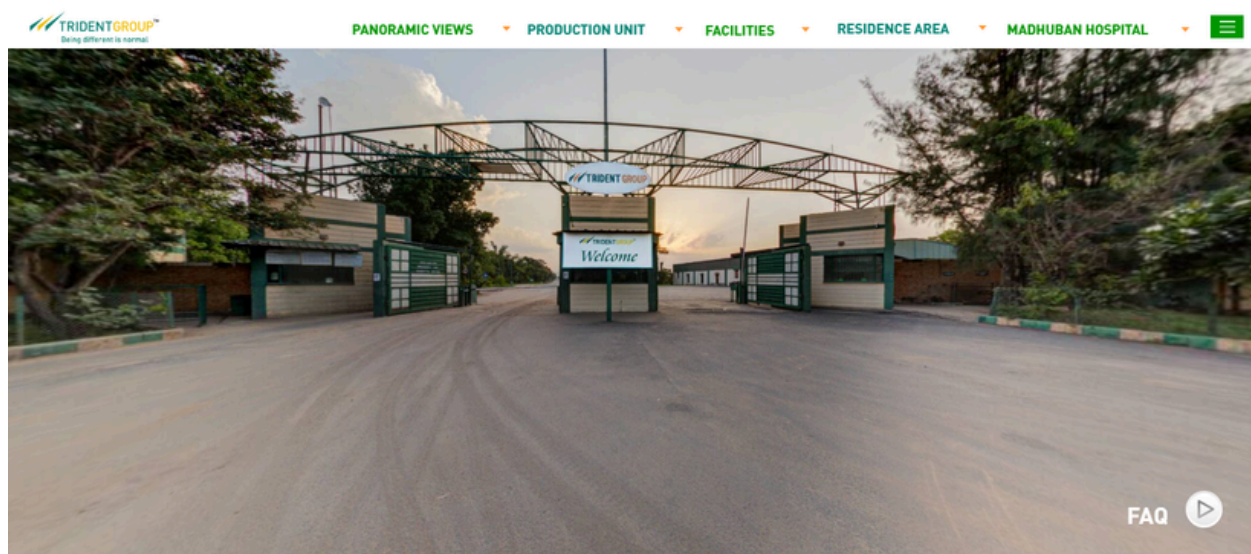


Trident Textiles Manufacturing Unit's 360 DEGREE WALK-THROUGH

BACKGROUND

During the COVID-19 pandemic, Trident's marketing team faced significant challenges in engaging with customers, as factory visits and product displays were restricted. Trident, a leader in the Home Textiles industry, understood the importance of customers experiencing the products firsthand, especially when selling items like bedsheets and bath towels. Traditional methods of product presentation were not feasible, and digital engagement became the only viable solution.

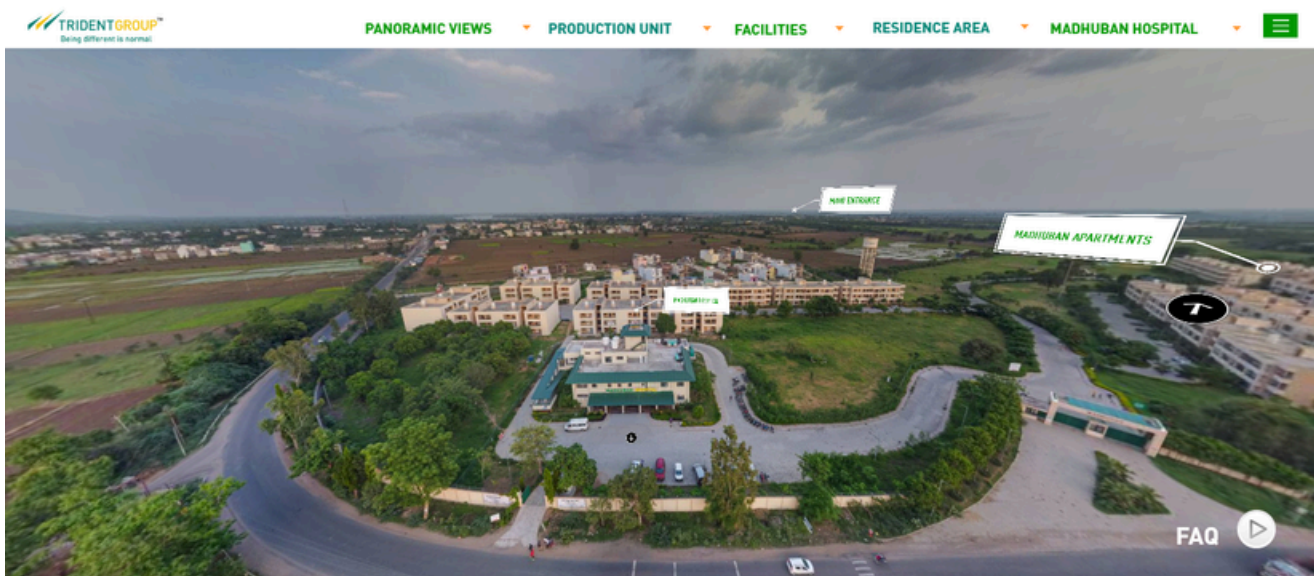


PROJECT OVERVIEW

To bridge the gap caused by the pandemic, Trident embarked on an ambitious project to create a virtual experience for its customers. The project, titled "Trident Textiles Manufacturing Unit's 360 DEGREE WALK-THROUGH," was based at the Budhni Plant, Madhya Pradesh. The aim was to provide an immersive experience that allowed customers to explore the manufacturing facility, view product displays, and understand the company's processes—all from the comfort of their remote locations.

OBJECTIVES

- To develop an immersive virtual tour of Trident's manufacturing plant.
- To create digital assets, including videos, catalogs, and an interactive portfolio, to support product pitches and customer engagement.
- To leverage 3D Virtual Walkthrough technology for a realistic and engaging customer experience.
- To ensure the tour showcased the scale and grandeur of Trident's operations, fostering a strong connection with viewers.



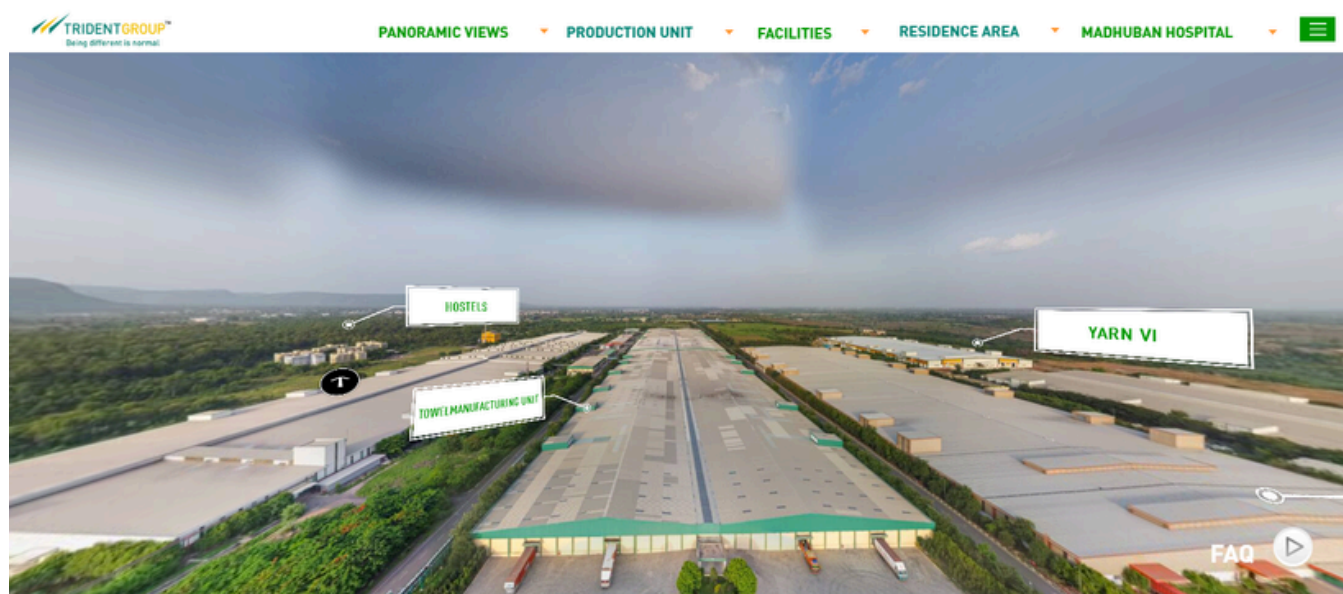
Technology and Execution: The project was executed using a combination of advanced technologies:

1. Top Angles: Drone 360° degree photos were captured using the Phantom 4 Pro, creating a high-definition experience.
2. Outdoors: High-resolution images were taken with a Canon 77D DSLR Camera and Sigma 8MM Lens, stitched together to create a 360° view.
3. Indoors: The Matterport Pro 2 camera was used to create immersive 3D tours of the plant's interior.

The final output was a hybrid virtual tour combining 360° HDR drone and land images with Matterport 3D tours, offering viewers a comprehensive and engaging experience. The tour featured hotspots for additional information, including videos, floor plans, and audio, making the experience even more interactive.

I played a key role in the conceptualization and execution of the project, working closely with the branding team and managing relationships with vendors. My responsibilities included:

- **Conceptualization:** Collaborating with the branding team to develop the vision for the virtual tour and the overall digital engagement strategy.
- **Vendor Management:** Coordinating with external vendors to ensure the successful execution of the 3D walkthrough and digital asset creation.
- **3D Tour Creation:** Independently overseeing the creation of the immersive 3D tour of the Budhni manufacturing plant, ensuring it met the highest standards of quality and realism.



OUTCOME

The virtual tour and associated digital assets were successfully integrated into Trident's marketing and sales strategies, allowing the company to maintain strong customer relationships during the pandemic. The innovative approach was recognized at the Textile Champion Awards, where Trident won the award for Digital Engagement Excellence, organized by Home Textiles Today, a leading US-based trade publication.

CONCLUSION

This project not only demonstrated Trident's commitment to innovation but also highlighted the importance of digital engagement in today's business environment. By leveraging cutting-edge technology and creative strategies, Trident was able to navigate the challenges posed by the pandemic and continue to connect with its global customers effectively.