

## BS Contact J – Product Presentation

Definition	<b>BS Contact J</b> is a technology for visualisation of interactive 3D objects (e.g. your main product or special offer) on internet or intranet.
3D visualisation	Product photos have 2 dimensions. Enriching the visualisation of product presentations by a third dimension creates awareness and enables your targeted customer in the sales channel internet or your employee in the intranet to perceive additional information in a natural way.
interactivity	a user of your website is at a time of his choice in the position (interactive direct marketing) to <ul style="list-style-type: none"><li>• examine your product from every side where you determine the modus of movement (navigation)</li><li>• view or listen to a prepared product tour</li><li>• request additional integrated information upon request</li><li>• configure your product according to his mind as predefined</li></ul>

Technically **BS Contact J** bases on JAVA and is ready to use in a performing way without downloading a plug-in on your customer's computer and with internet access of today. The photo realistic 3D object bases on standard VRML (Virtual Reality Modelling Language).

### Procedure for a 3D object

3D object	<ol style="list-style-type: none"><li>1. You send to us qualified digital product-photos of all sides</li><li>2. We prepare or subcontract preparation of the 3D object</li><li>3. We integrate the object in <b>BS Contact J</b> and optimise the file for the internet</li><li>4. We mail the optimised JAVA-file (Jar-File) to you. Your Web-administrator should embed the object in your website.</li></ol>
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For preparation of an optimised JAVA-File please see:  
<http://www.bitmanagement.de/documentation/Preparation3DObject.pdf>

Navigation is by mouse and a prepared tour may present the object from all sides.

For sample-object: <http://www.bitmanagement.de/demo/BSContactJ/>

A concrete offer may be given after examination of your object and photos. Integration of specific navigation bars or interactive elements would increase pricing. Please contact us under +49 (0)8151 971708.

With **BS Contact J** you can already change today your communication of product features and product benefit in the internet or intranet.