



Fiera 3D

DIGITAL SERVICES FOR EXHIBITORS



Salone
del Mobile.
Milano



LIVING3D

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About us

Established in 2018, Living3D is specialized in immersive Virtual Tours and digital twin technology solutions.



Among the first to introduce Matterport technology in Italy.

Matterport Platform Partner since 2021

+500
Tours Created

1.5 M
Views

The global project "Dolce & Gabbana Virtual Boutique" was introduced after a successful pilot test presented to the brand in 2019.

Other Case History - [Appendix B](#)

Salone del Mobile & Living3D

Living3D, in partnership with the Salone del Mobile, presents a new way to experience the exhibition! [Click to view Video](#)

Fiera 3D, a service for exhibitors, a realistic and virtual representation of the stands, allowing visitors to navigate the space and explore products through interactive hotspots. With the Fiera 3D, exhibitors can:

- use the Virtual Stand for their own sales and marketing purposes
- be featured on the Salone del Mobile web page (salonemilano.it) dedicated to all Virtual Stands



What is Living3D's role?

Living3D acts as a provider for the project execution and management.



Benefits for Exhibitors

- Innovation and digitalization
- Brand Awareness growth
- Sales and Marketing tool
- Long-Term Value Creation

What is Salone del Mobile's role?

Salone del Mobile is the promoter of the initiative.



Existing use cases

- Pilot Test– Salone del Mobile 2023
- Salone del Mobile 2024

[Appendix A](#)



Fiera 3D Package

VIRTUAL STAND

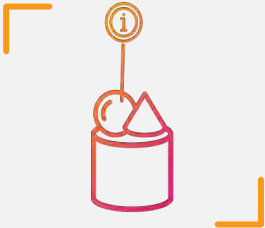
A Virtual Tour of your Stand to promote your brand.



[Click to View](#)

PRODUCT TAG

Interactive hotspots to explore products in the Stand.



[Click to View](#)

FIERA 3D

A showcase of all Virtual Stands on salonemilano.it



[Click to View](#)

Features

- ☐ Cloud based
- ☐ Shareable via link
- ☐ Embed on website

Communication channels

- ☐ Website, social, newsletter

Fields of application

- ☐ Marketing
- ☐ Sales

Available Media

- ☐ Text, Links, Pdf
- ☐ Images, Videos
- ☐ Audio

Current Services

- ☐ Virtual Stand
- ☐ Product Tag
- ☐ Exhibitor's Profile

Future Services

- ☐ Networking, Video Call
- ☐ Product Tag 2.0 - Purchases
- ☐ Lead generation

How much does it cost?

PRICE LIST	U.M.	€
3D Scan	€/m2	3,00 €
Post- production	qt	270,00 €
Hosting	qt	60,00 €

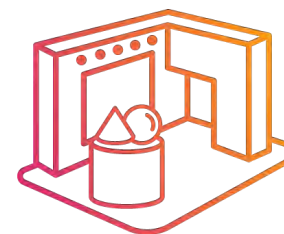
What does the Fiera3D Package include?

- virtual tour with related features
- 10 product tags
- publication on salonmilano.it
- hosting virtual tour
- hosting media Product Tags
- fair access costs. **Notes:**

Fiera Milano applies an additional fee for any activities carried out outside of opening hours. The costs for the Virtual Stand service are included in the offer.

Discounts

- for stands larger than 400 m2, the offer will be assessed on an individual basis.



Example
Stand
100 m2

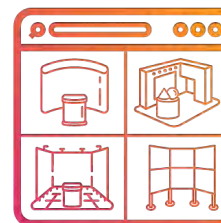
VIRTUAL STAND

$$100 * 3,00 + 270 + 60 = \mathbf{630 \text{ €}}$$



10 PRODUCT TAG

Final Price
630 €



FIERA 3D – [Salonemilano.it](https://salonemilano.it)

Included

How it works ?

1 INFO

Send a request to:
info.virtualstand@living3d.it
specifying the dimension
(m2) of your Stand

The exhibitor will receive support for any additional requests

2 BOOK

We define a date and time for the shooting to be carried out during the fair days during closing time.

Access to the fair and related authorizations are managed directly by Living3D.

The 3D mapping will be carried out during closing hours
7.30pm – 8.30am

3 3D MAPPING

Our operator will independently scan the stand, requiring no action from the client's side.

The operator will conduct a brief inspection the day before the shooting to:

- gather any exhibitor requests
- make arrangements to turn on /off the lights of the Stand

4 PRODUCT TAG

Exhibitors can easily share the content to be included in their Virtual Stand through an Excel file

The L3D Team will provide simple guidelines for content collection. Exhibitors will have the discretion to share their materials before, during, or after the Fair.

5 DELIVERY

Once post-production is completed, the virtual stand will be delivered to the exhibitor and published on Salonemilano.it

We deliver links and iframes for publication and provide support for integration.



3D VIRTUAL TOUR

Virtual Experiences for Real Emotions

CONTACTS

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Salone del Mobile 2023-24

[ALIAS DESIGN](#)

[ARAN CUCINE](#)

[ARCLUCE](#)

[AZZURRA BAGNI](#)

[BORA](#)

[FEBAL CASA](#)

[FOSCARINI](#)

[HORM](#)

[INCLASS](#)

[IVELA](#)

[LAGO](#)

[DIMENSIONE CHI WING LO](#)

[MODO LUCE](#)

[NOMON](#)

[ROCA SANITARI](#)

[RUGIANO](#)

[STARPOOL](#)

[SAINT JAMES](#)

[WITTMANN](#)

[ZAFFERANO](#)



Explore all Virtual Stands (2023-2024): <https://www.salonemilano.it/en/virtual-stand>

Case History

[DOLCE & GABBANA](#)

[GIORGIO ARMANI](#)

[ARMANI CASA](#)

[FERRAGAMO](#)

[FURLA](#)

[JUMBO GROUP](#)

[RUGIANO](#)

[MOSTRA TIEPOLO, GALLERIE D'ITALIA](#)

[DUOMO DI MILANO](#)

[MOSTRA GUGGENHEIM, PALAZZO REALE](#)

[VENEZIA E LO STUDIO GLASS AMERICANO](#)

