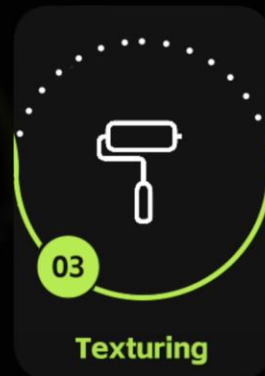
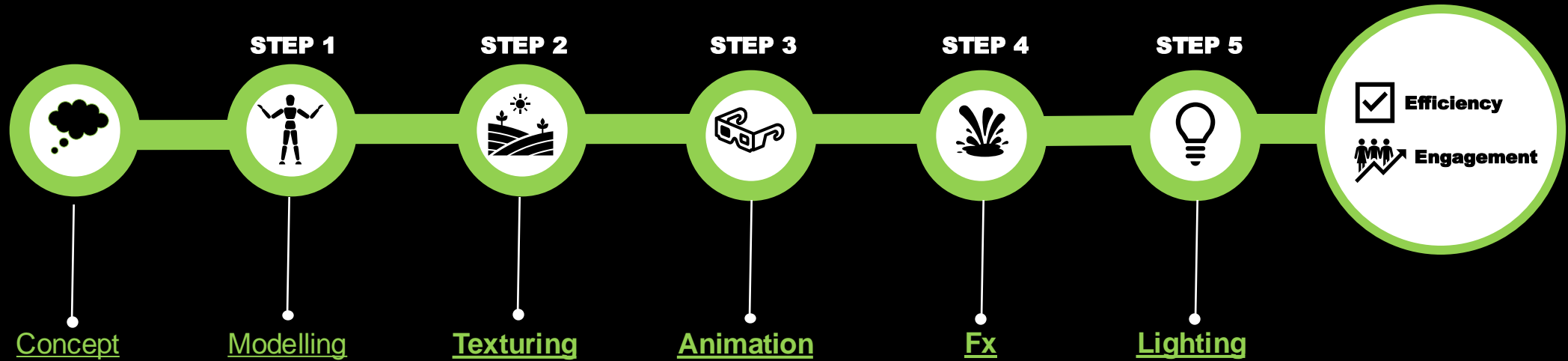


GEN AI FOR 3D TEXTURING

Overview



GenAI for Game Assets Accelerator



Texturing accounts for
1/3 of production time.

In-game Personalisation 3D Texturing

Use Case The solution offers player limitless skin options by utilizing pretrained diffusion-based models. Following the skin is applied on the Original Object using Blender.

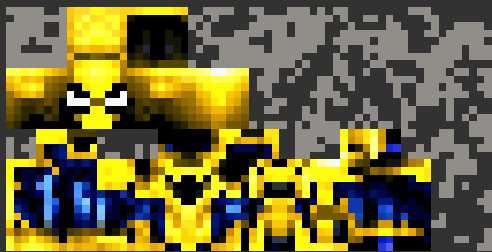
Benefits:

- Faster time to market
- Improved operational efficiency
- Customer experience

Original Object



Prompt: "Golden spiderman"



Output created skin
unwrapped

Output

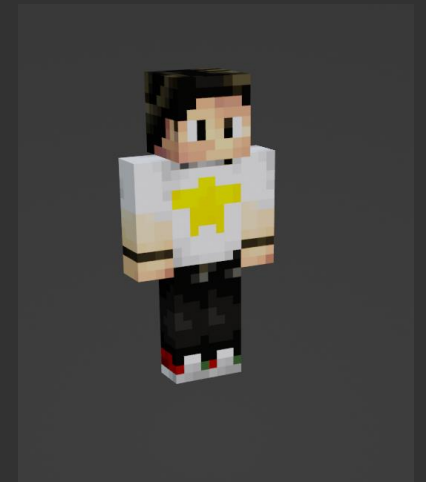


Prompt: "Black jeans and white t-shirt with yellow star logo"



Output created skin
unwrapped

Output



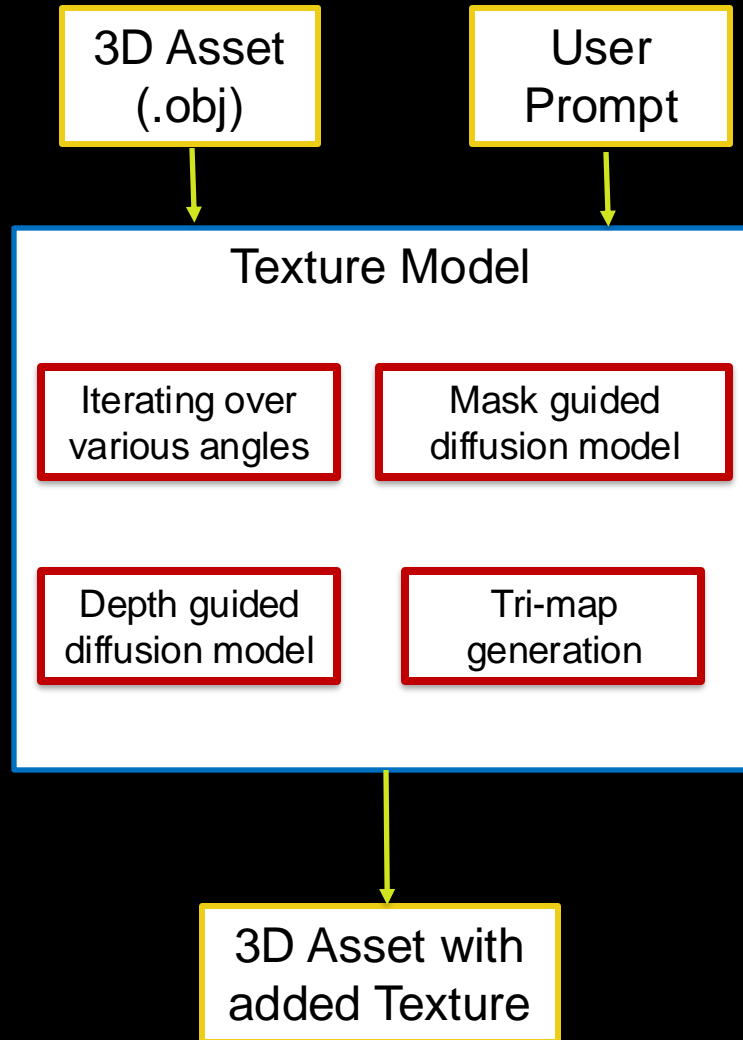
Customisation using Gen AI

Gen AI for Product Design Customisation

- Developed as part of an internal asset on style and defect generation in clothing
- Capability 1: altering current designs such as the material or colour
- Capability 2: adding defect elements to a product, such as rips to trousers or a hole in a t-shirt



Prompt-based Texturing 3D Assets



Input: 3D model of a jacket



Input: 3D model of a dress



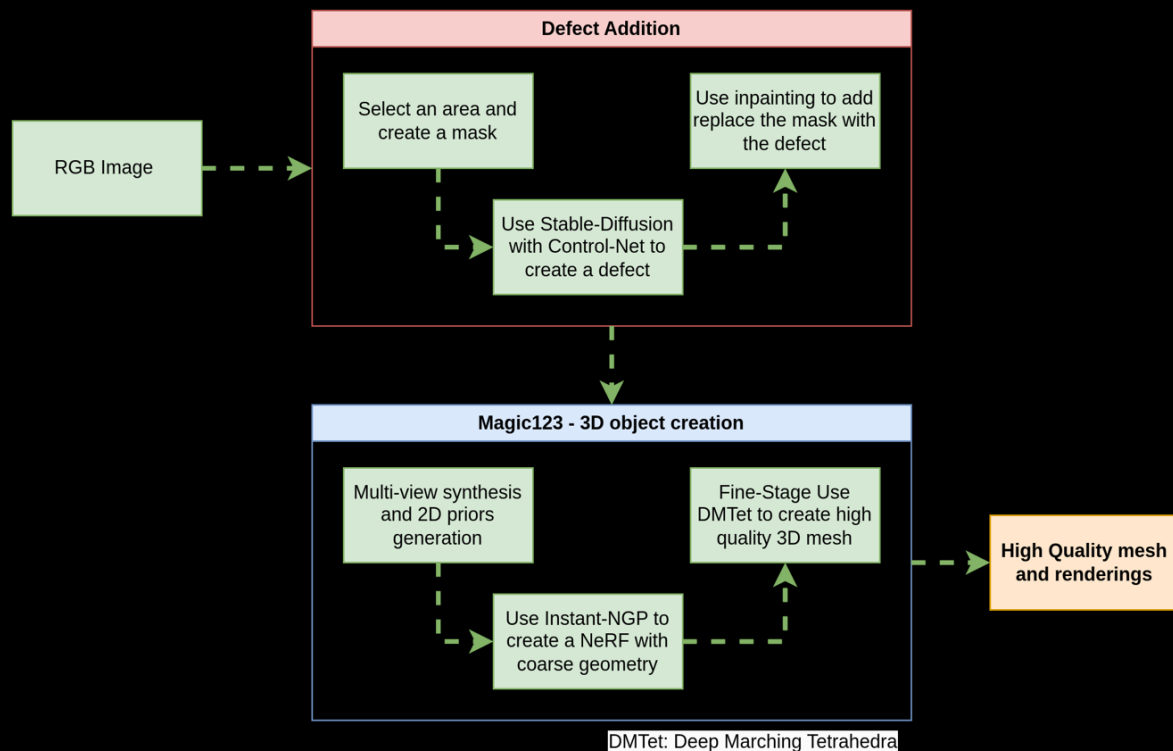
Output: Blue jacket with hoodie



Output: Red dress with flowers



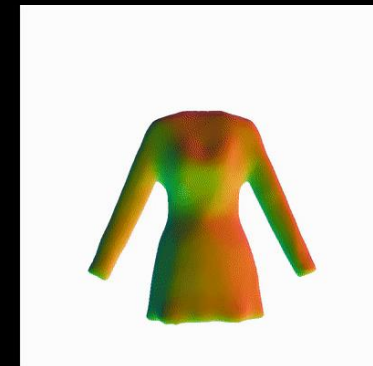
Defect Addition and 3D Rendering



Input 3D Model



Defect addition

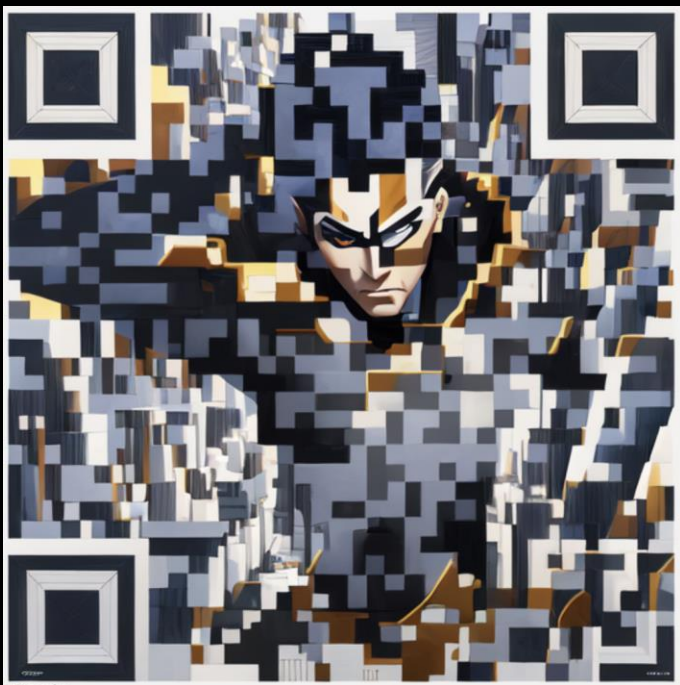


Output 3D Mesh

Defect Addition process: Defect addition with Stable diffusion and Magic123 enabled 3D mesh and rendering



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