



Adobe

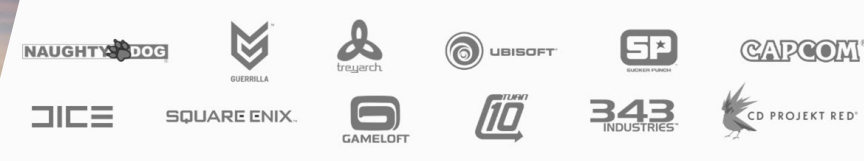
Substance by Adobe

VIP Creative Cloud for Enterprise Offering

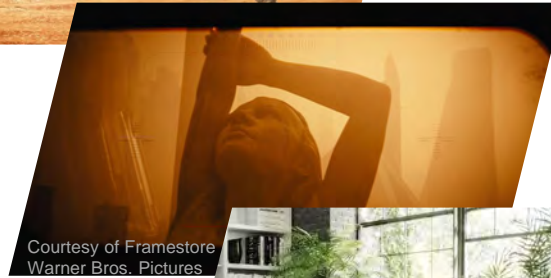


Substance is the industry standard for 3D texturing

Video
Game



Film & Animation



Architecture



Industrial Design



A COMMUNITY OF **250,000 ACTIVE MONTHLY USERS** AND TAUGHT IN MORE THAN **650 SCHOOLS**



SUBSTANCE



**SUBSTANCE
PAINTER**



**SUBSTANCE
ALCHEMIST**



**SUBSTANCE
DESIGNER**



**SUBSTANCE
SOURCE**

APPS

WEB-BASED

Some examples of work done with Substance



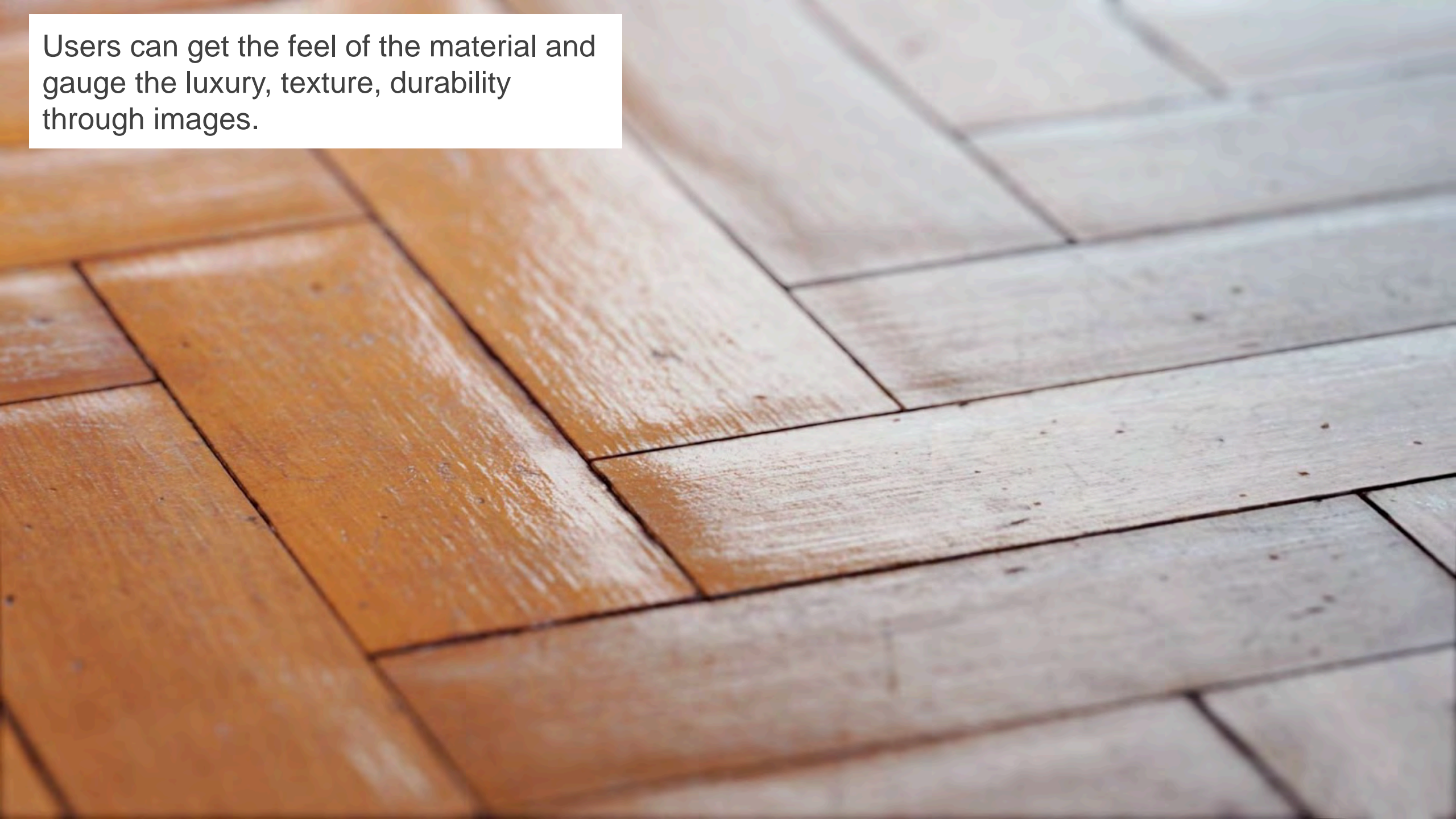
Create photo-realistic images like the chair. Place them in digitally created environments that replace actual photo-shoots.



An example of texture and interplay of light and reflection (on the glasses, on the glossy walls) – all achieved with Substance



Users can get the feel of the material and gauge the luxury, texture, durability through images.



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Used in automotive industry for sustainable prototyping with an accurate depiction of the color, luxury, details that can aid decision making.



Main Substance use cases:

Product design/virtual prototyping



Disrupt traditional asset prototyping to create millions of iterations of color, texture, contrasts etc.

Sustainable prototyping at scale

Synthetic Photography

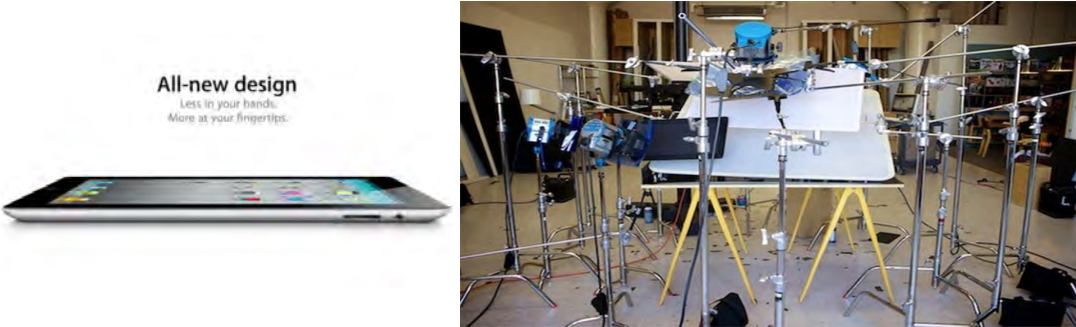


Photo-realistic images that replaces photoshoot and reduce time to market

Substantially lesser cost



Martin Enthed, IKEA Digital Lab and IT Manager:

"90% of Ikea's images are digitally crafted today."

Erick Green, 3D/CG Supervisor at Polaris :

"My 3D/CGI team produced over 12,000 renderings for print and web, saving the company several million dollars in photography and logistics costs in a year"



Substance value proposition:



Lower Cost
With the
Highest Quality



Replace real material with digital library of materials, and digital replicas in place of actual products



Content Velocity
And Time to Market



Render authentic images with accurate textures, color, design – indicative of luxury, durability – with higher personalization



More Engaging
Experiences



Drive purchase intent with photo-realistic content. Create engaging assets for AR.

Substance Suite

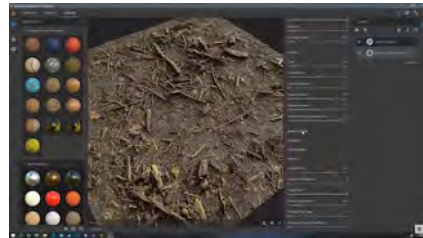
Substance provides a comprehensive product toolset for creation and application of digital materials on 3D models. The whole suite is available via the Substance Subscription



Apply materials and paint on 3D models



Digitize, author and manage materials library



Design materials from scratch or from scans



Premium library of 3D materials



Substance Enterprise user personas:

3D Artist (Retail)

- Process large assets database
- Optimize asset for Web
- Link with ERP / E-commerce data



CMF Designer

(Color material & finish)

- Digitize samples at scale
- Retain authenticity of samples



Product Designer

- Communicate and sell projects
- Quick & scaled ideation
- Ready-to-use 3D material



IDEO

Automotive Viz Artist

- Hyper realistic materials for metal, paint, plastic, leather.
- Accurate & fast design on 3D models



Architecture Viz Artist

- Curate & build digital materials library to replace physical materials.
- Pre-viz of built environment

