

PRESS RELEASE

TEXPROCESS 2022

Assyst launches new photorealistic avatars and a new brand identity

Munich / Frankfurt, June 21, 2022. **In recent years, Assyst has evolved into a leading solution provider for the digitalization of the apparel industry. The company is the only supplier to offer integrated and pioneering solutions for the processes of the fashion industry. With the launch of a 3D Vidya module, the new Model Suite, Assyst has taken a decisive step forward, closing the last gap to enable the digital sales of fashion.**

In time for the Texprocess, Assyst is marketing a new and unparalleled generation of avatars together with the company Verce GmbH from Wuppertal. These cutting-edge avatars will enable the fashion industry to develop and photorealistically display apparel in an end-to-end way right through to sales – a significant step in marketing fashion products and tackling the topics of competition, price elasticity, the supply chain and sustainability. The decisive factor in the new Model Suite is its integration with 3D Vidya, which has been the leading simulation tool for many years, representing the best simulations of human beings, patterns and fabrics on the market.

The competitive development of apparel

As a result of the ongoing pandemic, the climate crisis and, of course, the war in Ukraine, the general conditions for the fashion industry have changed, and consumers are more cautious than before these events occurred. This makes it all the more important for the fashion industry to take a holistic view of apparel development and to ensure that it can market apparel competitively and successfully. Specifically, this means being able to respond flexibly to consumer demands, no longer depend on production prototypes from distant countries, and making new collections digitally

available end-to-end, from the first draft to marketing in web stores, saving costs and above all time. “At Assyst, we put all our energy and know-how into developing end-to-end and sustainable solutions for the fashion industry, with the ultimate aim of helping it to market fashion products quickly using resource-efficient and high-yield methods – because, at the end of the day, companies should be able to produce only what the customer wants to buy,” says Hans Peter Hiemer, Managing Director of Assyst.

The right model

Assyst’s new Model Suite is divided into different levels, depending on which process step is currently involved in product development.

BaseModel

The BaseModel represents the starting point of the Model Suite and acts as a 3D fashion manikin in the computer. It is mainly used as a foundation for the individual development of a fitting avatar for fit assurance and serves as a permanent basis for all model developments. The BaseModel has no textures and no *character* details.

ShapeModel

The ShapeModel is a virtual fitting avatar for the sophisticated simulation of apparel. With a high degree of realism and optimized for real-time usage scenarios, it represents the image of a human *character* with textures, hair and natural details. The *Custom* version of the ShapeModel also allows you to equip the avatar with individual body measurements of a specific size to match brand specifications (for example, if the *brand* is mainly aimed at a very athletic target group and specific dimension details are required on the upper arms). You can even go one step further with the *Signature* version and create an individual avatar development that matches specific dimensions and the definition of the *brand shape* using individual body details, for instance.

TwinModel

The TwinModel is the digital twin of the ShapeModel. It creates a basis for integrated development and end-to-end content production in unique quality. The TwinModel is the representation of a human character, including high-quality textures, hair and natural details. A TwinModel can also display virtual apparel in photorealistic quality in 3D Vidya.

New technology in action

Displaying avatars with apparel in 3D Vidya is only made possible by the new V-RAY renderer and PathTracer technology, which guarantee top-drawer performance and deliver photorealistic images in real time.

Assyst has realigned its brand architecture with the launch of the new Model Suite. As a technology leader, the company has now defined the guiding principle of a strong umbrella brand for the future. "We want to create a global benchmark for the end-to-end digitalization of apparel," concludes Hans Peter Hiemer.

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ABOUT ASSYST

In recent years, the Munich-based company Assyst GmbH has evolved into a dynamic solution provider for the digitalization of the apparel industry. Assyst is the only supplier to offer leading solutions for the relevant processes of the fashion industry in the design, development and marketing of apparel. In the future, it will only be possible to develop apparel competitively and market it successfully through a uniform approach and connectable, integrated CAD/3D systems and solutions. The know-how and expertise of around 120 employees at the Assyst sites in Munich and Lainate/Milan – plus more than twenty-five years of experience in apparel industry technology – have enabled the company to develop end-to-end, sustainable solutions for the fashion sector, helping the industry to produce garments profitably and quickly in a resource-efficient manner. Assyst is active all over the world, with partners in many countries.

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