

**SmartPixels builds innovative customization solutions in-store and online**

Created in 2015 by Julien Berta and Jeremy Verdo, SmartPixels creates unforgettable customer experiences for personalized products.

Launching a customization experience is a daunting task: one you have supply-chain and manufacturing in place, remains the challenge of engaging the consumer and showing the spectrum of available options.

The luxury industry has faced this issue for a long time: will swatches, samples and a lot of consumer imagination be enough to prevent misalignment in expectations.

What if brands had a tool to visualize customization experiences with exceptional visual fidelity.

SmartPixels is expert in interactive product configurators, in-store and online. Our photo-realistic customization platform will allow end consumers to tailor products: fit, color, material.

Across social media, e-commerce and in-store, outstanding product visuals and experiences boost brand engagement and conversion rates.

Brands can offer consumers what they want in simple steps, giving them confidence in what they are buying.

Luxury brands that work with us, leverage our solutions every step of the way.

* For the designers’ team, we create photo-realistic visuals of products that do not exist yet. We enable brands to test their products on the market before producing them, to try different product combinations for new collections and to feed the relentless visual need across their different channels.
* For the sales team, we offer powerful tools to enhance customization offers in-store and online. We help brands to visually release the endless customization possibilities to consumers.
* For the workshop, our platform automatically sends the production sheet to avoid mistakes and returns. We allow brands to gain time and precision by automating the manufacturing process.

SmartPixels enables brands to create best-in-class customization experiences by generating hyper-realistic product visuals at scale.