



# EXPERIENCE MAKERS MILAN

## One Adobe e il creaverso

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Content & Workfront,  
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Adobe



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3D Business Development,  
Enterprise, EMEA,  
Adobe



**Great content for every industry**





**Ready for Virtual photography**

The  user story





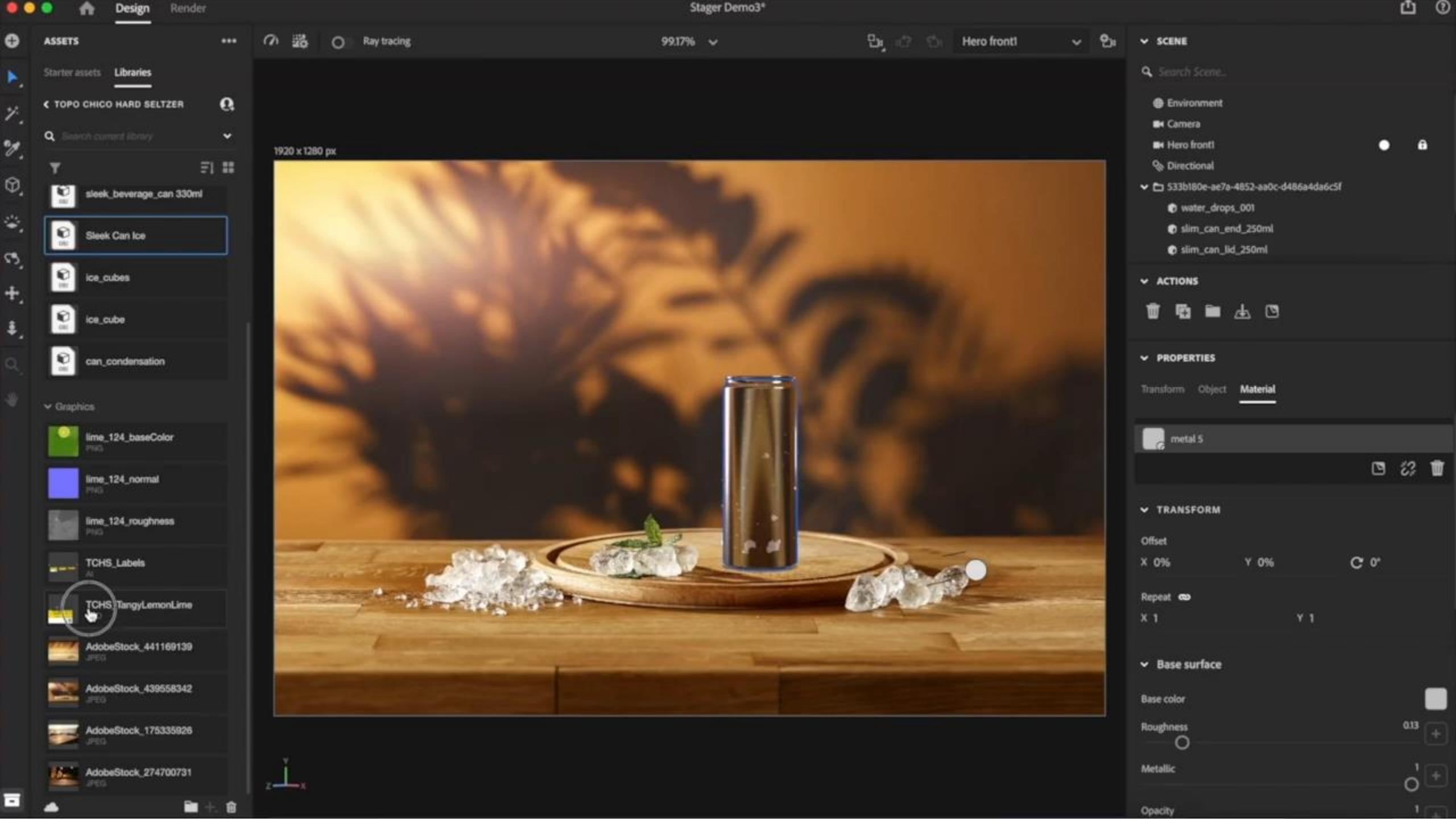
**Unlimited creation possibilities**





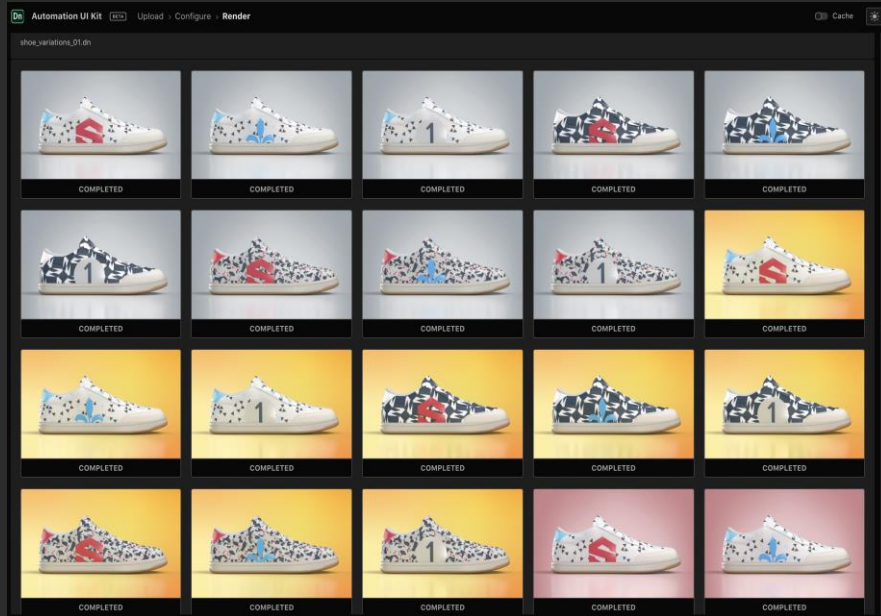
**Faster and better design**

**The  user story**



**Design at scale**

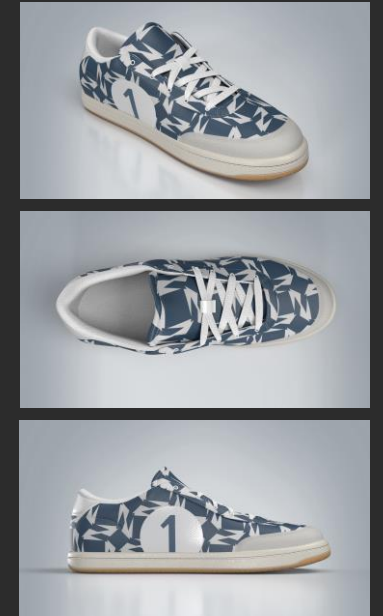
# Automation with Adobe Substance 3D



2D product image variations



Export to 3D



Multiple camera angles

**Be AR Ready**

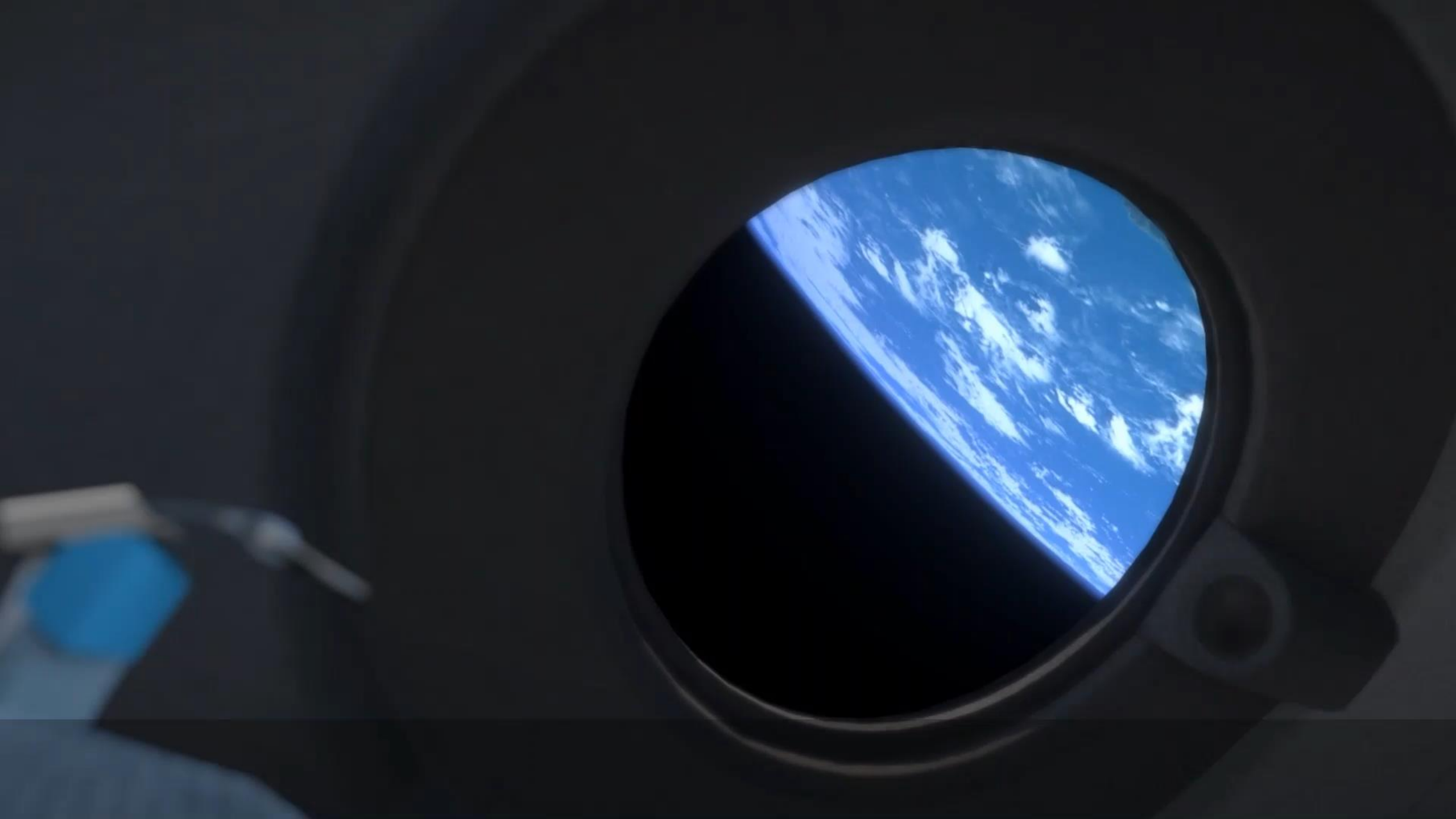
**The  user story**





# Be VR Ready

The  **GALACTIC** user story



A close-up, low-angle shot of a car's front end, focusing on the headlight area. A bright yellow light bar is illuminated, casting a glow. The car's body is dark and metallic. The text "X-TAON" is visible on the right side of the headlight housing.

**Are you Metaverse ready ?**

# Marketing Journey & Maturity



Desktop & Mobile

Integrate Stack

True Omnichannel

Anything is  
Possible

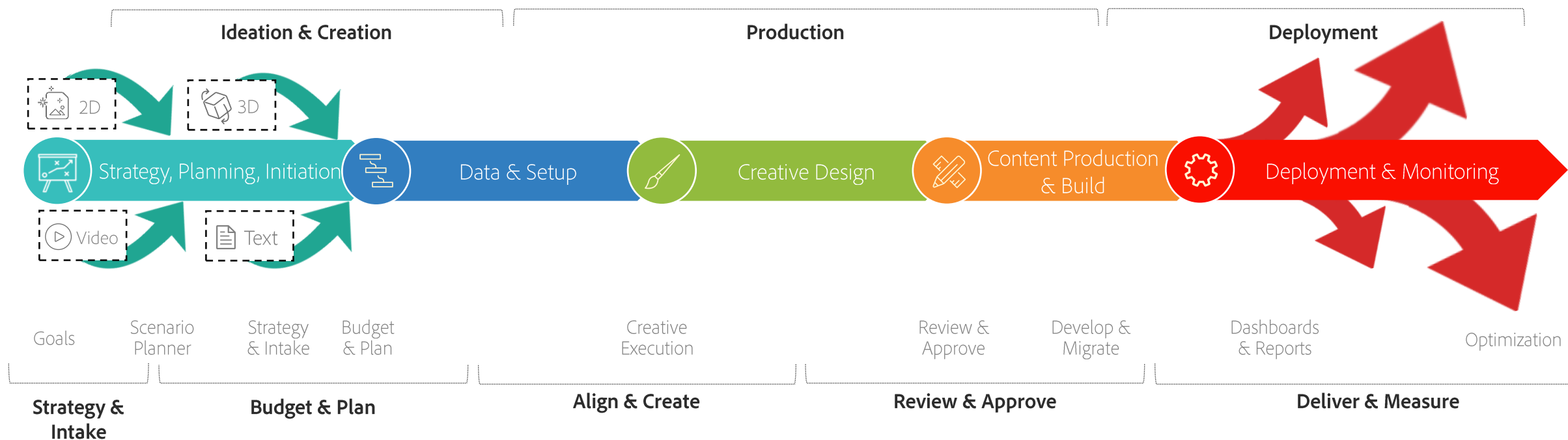


**Explosion of Digital Channels**

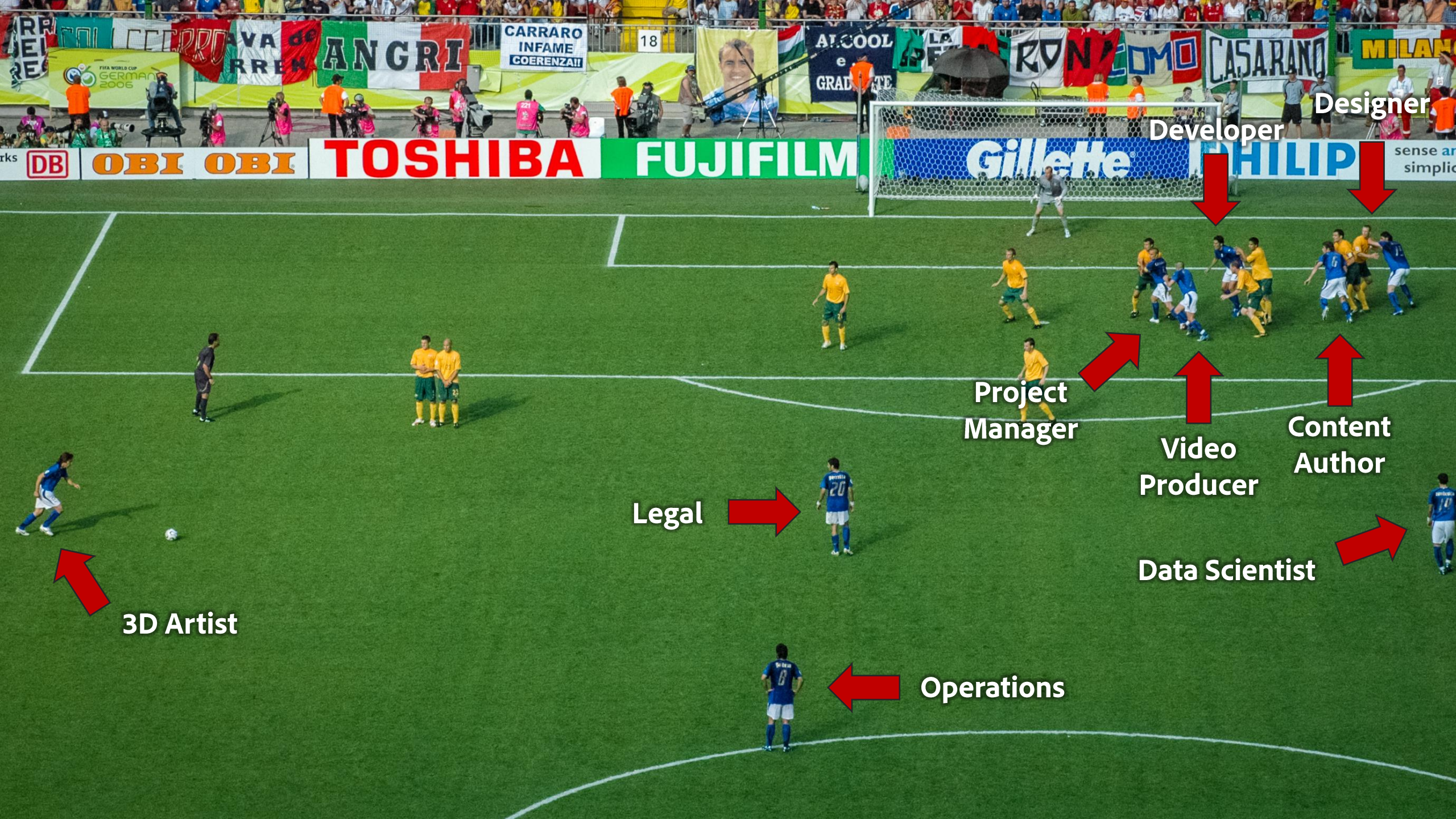
**Content Experiences &  
Expectations** have Evolved



# CONTENT SUPPLY CHAIN







3D Artist

Legal

Operations

Project Manager

Video Producer

Content Author

Data Scientist

Developer

Designer







## **The all-in-one transformation for content creation, employee and customer experience**



**Creative ecosystem**



**Work transformation  
and efficiency**



**Immersive experience  
and experience  
intelligence**



