

# 「元宇宙與虛擬現實技術在營銷和客戶體驗中的創新應用」研討會

日期：2025年2月12日（星期三） | 時間：下午4至6時

（線上線下同步進行）

講解元宇宙和虛擬現實技術如何幫助企業創建沉浸式體驗，  
提升客戶參與度和品牌影響力

演講嘉賓



許健生 先生  
WebX產業聯盟召集人

企業代表



Ms. Michelle Leung  
Head of North Asia, Zoom

企業代表



Mr. Eugene Mak  
CEO, Scan the World

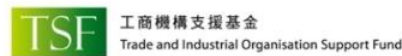


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主辦機構



工業貿易署「工商機構支援基金」撥款資助



合作機構（排名不分先後）



# 元宇宙與虛擬現實技術 在營銷和客戶體驗中的 創新應用

Scan  
the  
World



- 1
- 2
- 3
- 4

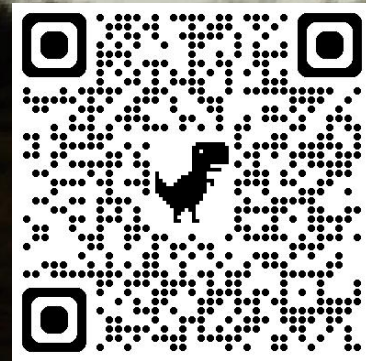


Add New Camera

Customizable Views

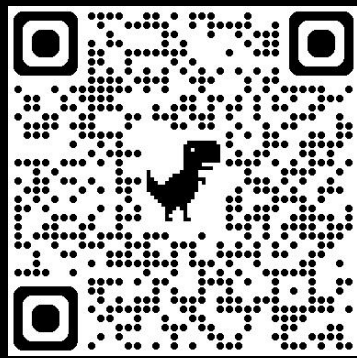
GEL-CUMULUS with GORETEX

ASICS FFBlast



Layer 1 +

Scan  
the  
World



Add New Camera



Hide annotations

Make a copy

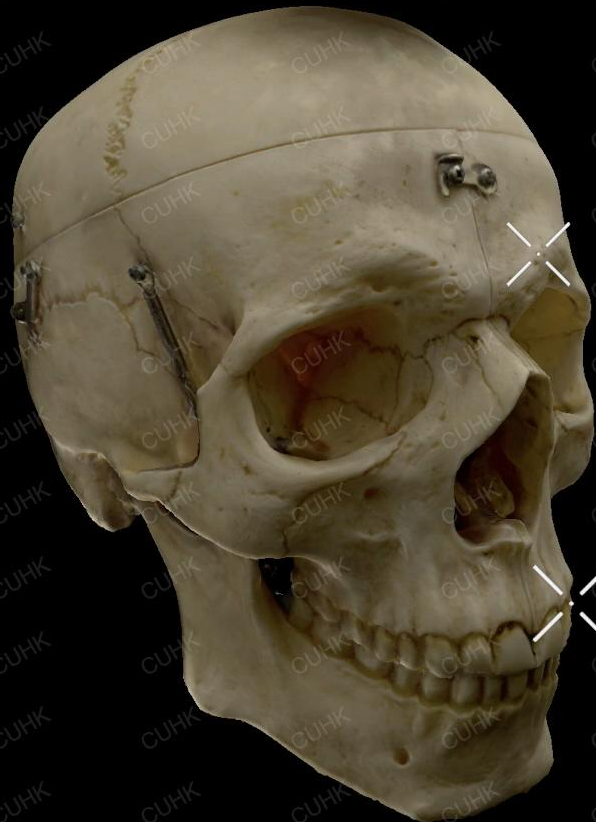
New Camera 1

Edit

Screw Attachment

Back

Default View



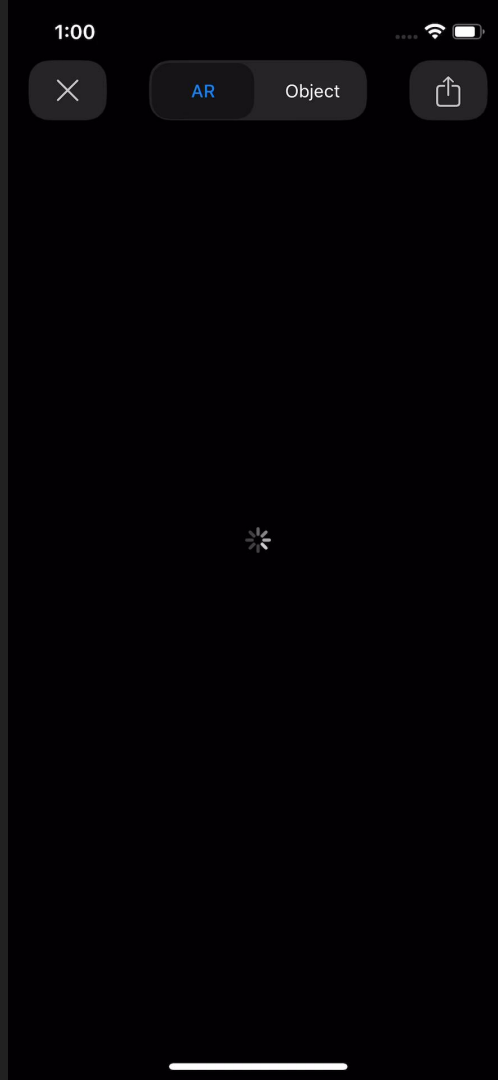
New Layer

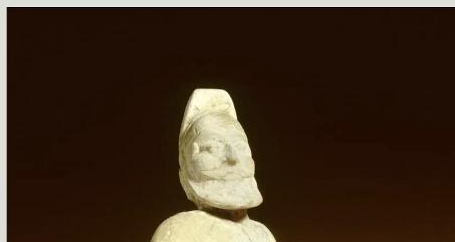
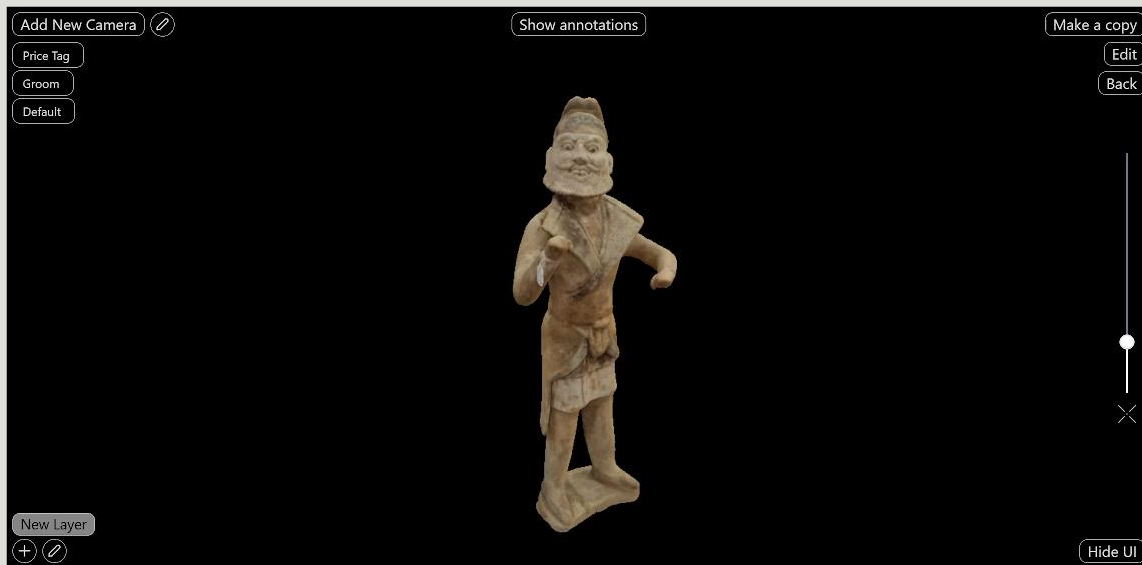


Hide UI



# Augmented Reality





3d-scan-the-world

HK\$98,000.00

Quantity

- 1 +

Add to cart

Buy it now

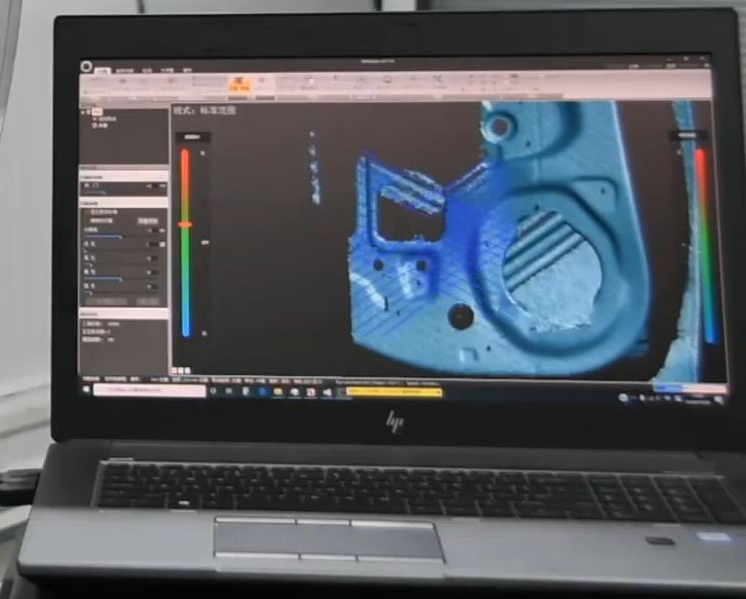
- New Camera 1
- New Camera 2
- New Camera 3
- New Camera 4



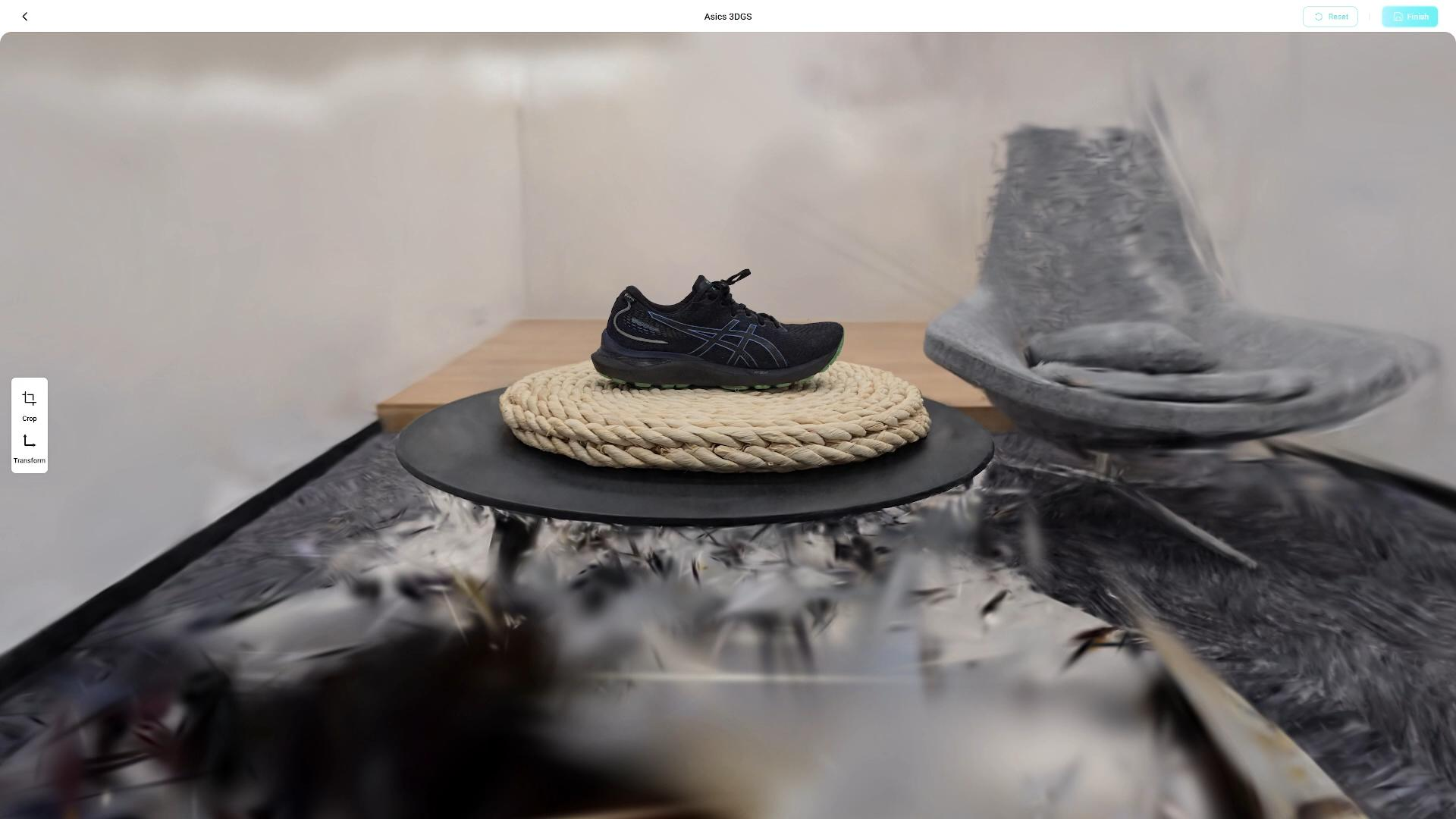












Crop



Transform





德榮大押

德榮大押  
TAK WING PAWN SHOP

德榮大押

德榮大押

心抗疫 防護有法  
勤洗手 戴面罩  
保持社交距離

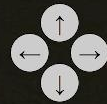
WASH YOUR HANDS FREQUENTLY  
PLEASE TO WEAR A FACE MASK  
PLEASE TO MAINTAIN DISTANCING

PEDESTRIANS  
行人

TOGGLE



德榮大押



**Benefits of enabling Augmented Reality and 3D content**

- 1.5x-3.5x higher conversion on products enabled with AR & View in 3D**  
Source: Internal Amazon Data
- 31% of Amazon shoppers who use AR say it led to a purchase**  
Source: JungleScout Q1 2024 consumer report
- 9% increase in sales for products enabled with AR & View in 3D**  
Source: Internal Amazon Data
- 20% reduction in return rates due to style reasons for products with View in Your Room**  
Source: Internal Amazon Data

Prior performance not an indicator of future performance

amazon  
**accelerate**





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on products enabled with  
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*Source: Internal Amazon Data*



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# Summary

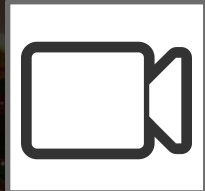


Photo / Video



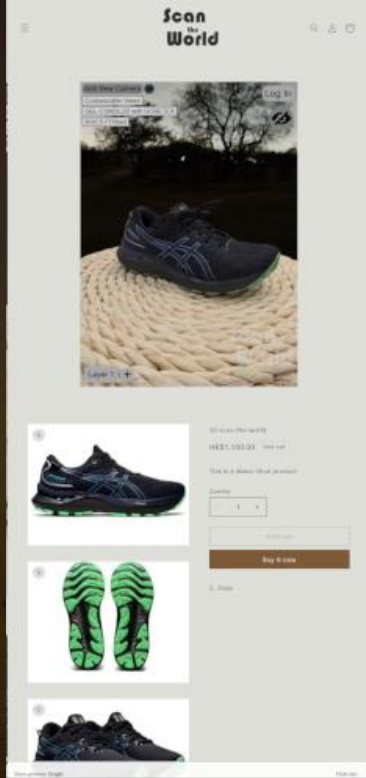
AI / Machine Learning  
Model Generation



Model Clean up



# Summary



# Thank You!

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# Scan the World

