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## NOVEL PROCESS FOR STORE AUTOMATION ON OBJECT CUSTOMIZATION AND PACKAGING

HP INC

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Novel process for store automation on object customization and packaging

This disclosure system is used to deliver on-demand customization of physical objects based on their physical properties (3D models) and capabilities to expand across countries and stores allowing “what you see is what you get” experience. It is related to the field of software solutions.

From a set of 3D model to a box that contains them, and the objects can be customized, obtaining a printable output ready-to-print. The system allows easy job creation from end-customers, distributing the generated files to the production accounts based on the job type and localization. See the detailed diagram in the Fig. 1, describing the phases and unique views per user type.

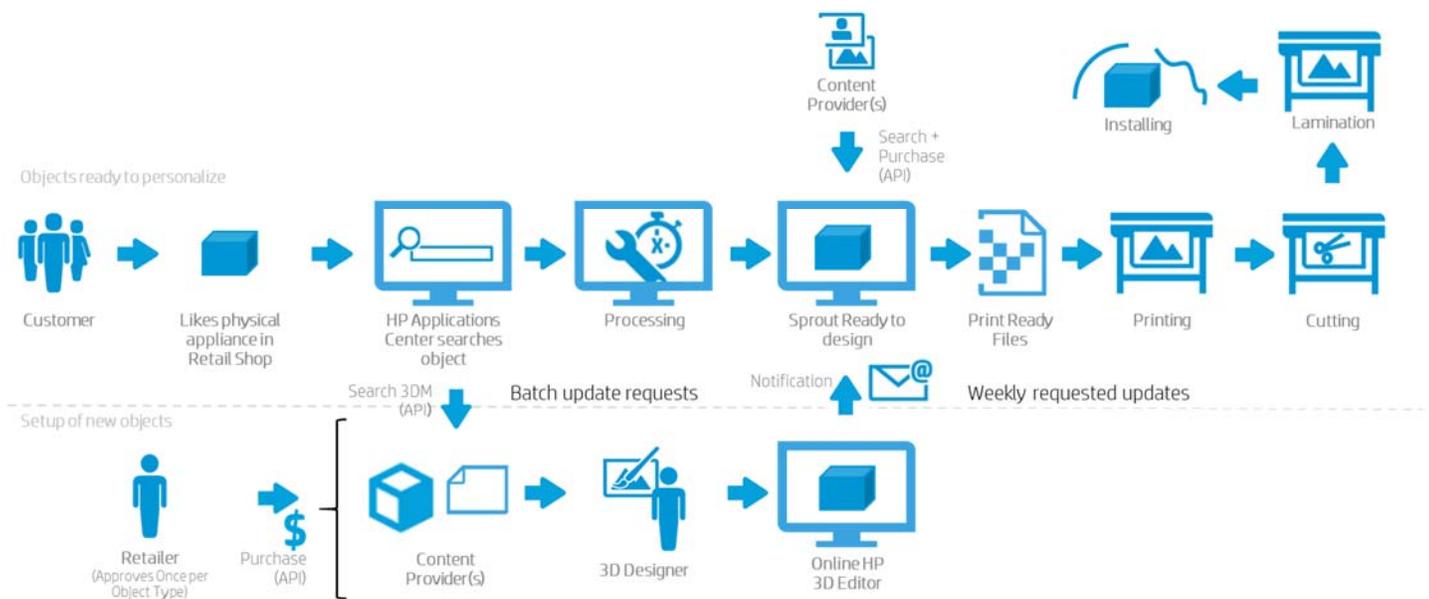


Figure 1

The system described offers a retail account from where retailers can manage which kind of applications they want to produce and the print service providers with whom will be connected selecting the type of applications they print and the localization. The typology of content provided can be also defined, uploading collections from skilled designers or connecting with different content providers, both for vectorial images or big photos based on the project types offered.

The system can be integrated online using the API provided or even customizing their own for tablet devices using the SDK. They can open it to their customers thought the website, with payment capabilities, or in shop creating a dynamic experience using a computer or even a design PC to enrich the end-customer experience. By using the design PC, the creation phase goes beyond the expectations being able to create the design by using their fingers to personalize and interaction with both the screen and the touchpad.

End-customers can easily customize the desired product by selecting and editing images, colors and texts, both from home accessing to the retailer website or in the physical store. There are a lot of content possibilities, allowing customers to use their own content, some expert designers' collections or big content providers searches. Once the order is paid, the system generates a ready-to-print PDF with all the trimming and cutting marks needed according with the product type selected.

The system allows sharing and approval workflow if working with companies, being able to create the customized design and share with the needed section to approve or reject the design before to order the project and generate the file to print.

The system will send the generated files to the correspondent production account depending on the project type or the localization in an automatic way, based on the print services providers defined by the retailer and their characteristics.

This process offers an easy and completely understandable end-user experience, enriching it with a dynamic usage. Additionally, it makes simple and quick the design process, helping retailers to allow in shop designs or providing the chance to create them at home though web integration. In both cases, the system provides a powerful solution to manage centralized sales with a world-wide production as detailed in Fig. 2.

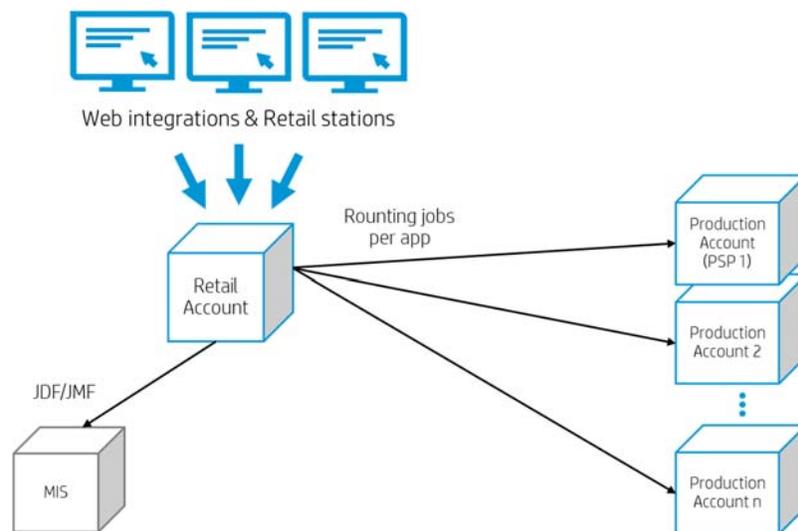


Figure 2

Several settings and specifications can be defined in the backend to avoid not-printable files, like the minimum and maximum sizes, the materials allowed and recommended for each kind of application and also the production settings per applications to allow the system the calculate and generate the final PDFs to be printed.

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