

**Acelera**  
*pyme*

**Exploring the  
opportunities of 3D  
design for SMEs**

**Executive summary**

**JULY 2024**

To create attractive designs, one technique gaining ground is 3D design. Three-dimensional designs allow for the creation of **precise and easily modifiable virtual models**, offering visualization from any desired angle. This technique can be applied to processes such as product creation, idea communication, or user experience mockups.

According to recent market studies, this is a **rapidly growing** technology, with projections to double its current market share in just six years, reaching a **total of \$11.8 billion by 2030**. Additionally, the application areas of this technique are varied, including sectors like **marketing and advertising, industrial product design, fashion, data visualization, interior design, and augmented and virtual reality**.

Among the main benefits offered by this technology are increased sales, reduced costs and errors, **improved design precision and quality, enhanced communication, and product innovation and personalization**.

To achieve good results, it is essential to choose the right tools for creating 3D designs. Some recommended tools are:

- **Polycam**: A free application that allows viewing 3D models in an augmented reality environment.
- **Blender**: An ideal application for 3D design functions such as animation, composition, and video editing. It is also open-access, allowing other users to collaborate in its development.
- **Unity**: Mainly used in **video game development**, it also serves to create animations, render 2D and 3D graphics, and program the design of 3D objects. Additionally, it offers educational resources to improve 3D design skills.
- **360 cameras**: These cameras provide a 360-degree view, allowing for the capture of large space details in **a single shot**.
- **3D printers**: Convert a virtual 3D design into **a physical object**. One of their main advantages is the **ability to mass-produce** the same object without needing a production plant.
- **Artificial intelligence**: Allows for the recreation of 3D models or spaces according to given instructions, which can be through text or images.

In summary, 3D design offers a wide range of possibilities for SMEs in various sectors looking to improve the quality and precision of their products, as well as provide the end user with more information about the goods or services they will consume.