

# TURBOSQUID

A stylized orange squid logo is positioned between the words 'TURBOS' and 'QUID'. The squid is depicted in a dynamic, swimming pose, with its head and tentacles integrated into the letter 'Q'.

*Birds of a Feather : StemCell & glTF*

August 15, 2018

# TurboSquid Background

- Founded in **2000**
- **75** Employees
- **60K+** 3D Artists
- **700K** 3D Models Published
- **Millions** of Customers Worldwide
- We developed the first *3D Modeling Certification System* in **2011**: *CheckMate*
  - Quantitative metrics on 3D models
  - Turned it into a full specification
  - Internal group inspects all submissions
  - Work with artists to improve their output levels to get their models certified



The background is a dense, textured field of irregular, rounded shapes, resembling stones or pebbles. The colors are primarily deep blue and teal, with bright orange and yellow highlights that create a shimmering, sunlit effect. The lighting appears to come from the upper left, casting warm glows on the edges of the shapes.

*Why glTF 2.0 is Important to TurboSquid*



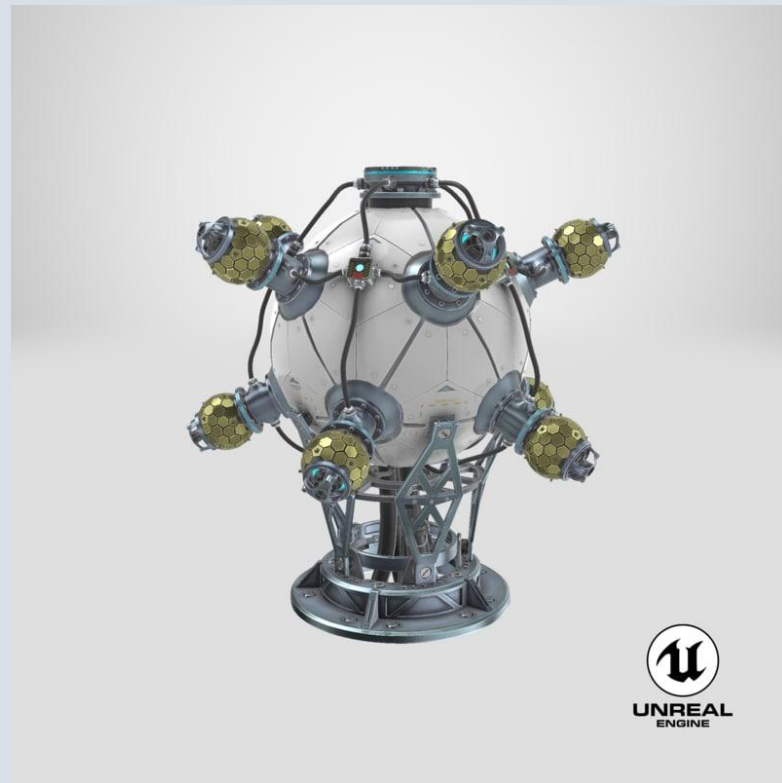
- Standardization is vital (**TurboSquid** is all about standards)
  - **The Khronos Group** has worked hard to make it a readily ingestible transmission format
  - **glTF 2.0** follows existing **PBR** material standards
  - It's not a "*black box*"
- Massive industry support
  - **Microsoft** (Office / "*3D for Everyone*")
  - **Google** (Poly)
  - **Adobe**
  - **Autodesk**
  - **Unity**
  - **AMD**
  - **NVIDIA**
- Many future online experiences will utilize **glTF** as the base file format



gITF 2.0 & *StemCell*



- **Artists** won't often adopt a new format without a good reason
  - Slow to change their workflows
- Customer Experience for **glTF** *must* provide consistency
  - Minimal user 3D knowledge
  - Want professional looking models that *"just work"*
- **StemCell** allows artists to build once in their 3D app of choice
  - Calibrated **PBR** material workflows
  - **TurboSquid** backend tools validate and convert **StemCell** source files to all formats including **glTF**
  - **Artist** review before publishing and syndication
- Uses for **glTF** will extend out further for **TurboSquid**
  - *"Smart Content"*
  - Custom 3D Work that is ongoing



<https://www.turbosquid.com/stemcell-3d-models>



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