



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





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

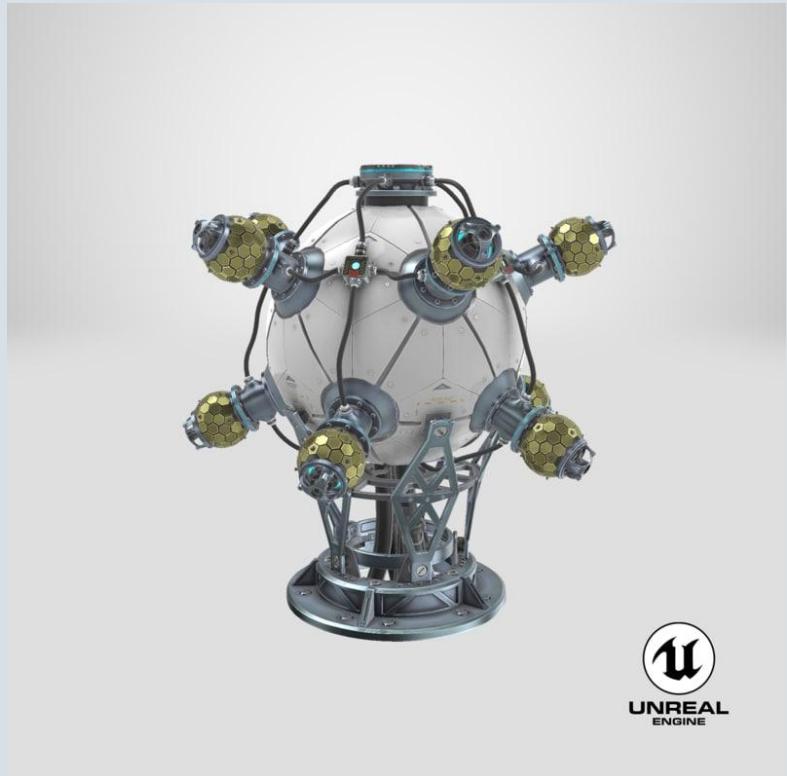


The background of the image is a complex, abstract molecular network. It consists of numerous dark blue and black spherical nodes connected by a web of thin, light-colored lines representing chemical bonds. Some nodes are highlighted with a warm orange glow, suggesting active or excited states. The network is dense and organic, filling the frame.

glTF 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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