

Google

# Creating Immersive Content

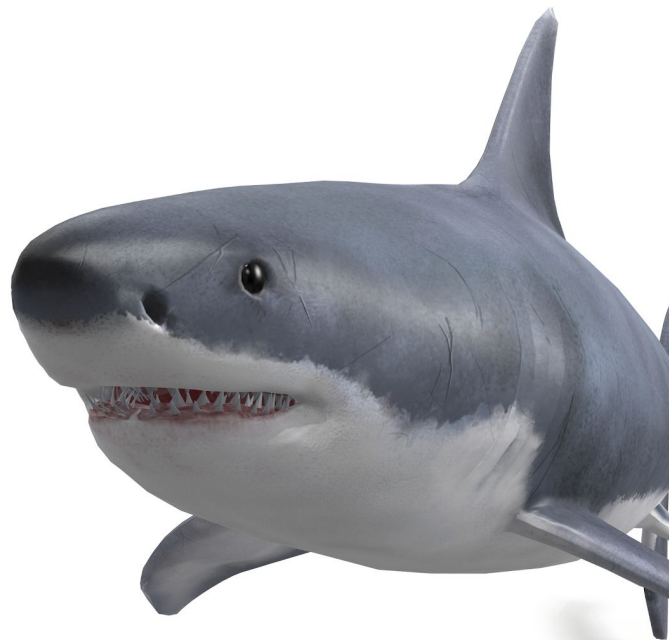
An introduction to 3D assets



# Create rich experiences with 3D assets

Google is investing to enable **immersive experiences** across its surfaces to drive better product visualization and brand messaging.

3D assets are the backbone for delivering these engaging experiences across Search, Web, Apps and Ads.



# Let's dive into a 3D asset



## 3D Mesh/Geometry

Defines the shape & contours  
of a 3D object

## Textures

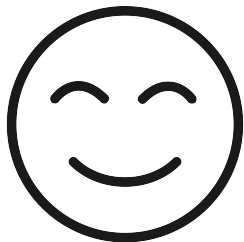
Defines the surface  
properties of a 3D object  
(Color, shine, etc)

## Lighting

Simulated lighting on  
geometry/surface of asset  
(shading/shadowing)

## Complete Asset

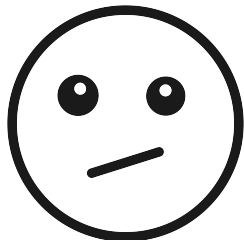
Mesh, Textures & Lighting  
work in concert in the final  
presentation of an asset



## **Lower complexity asset = Better device performance**

Fewer triangles/vertices = lower memory usage

Smaller textures = faster load time



## **Higher complexity asset = Worse device performance**

More triangles/vertices = higher memory usage

Bigger textures = slower load time

# 3D requirements for Ads and Search

	Ads	Search
<b>File size</b>	2MB or less	10MB or less*
<b>3D mesh has</b>	30,000 vertices <i>required</i>	30,000 vertices <i>recommended</i> **
<b>Save as</b>	GLTF, FBX, or OBJ	GLTF (Web & Android) USDZ (iOS)

*\*10MB limit subject to change*

*\*\*Search does not have a vertex limit, but 30,000 vertices is recommended to allow you to use assets across ads and search ([more info](#)).*

# Working with a 3D vendor

Questions to ask vendors to find one to suit your needs:

- What background does a vendor have creating assets of products similar to yours?
- What method is used to create assets (capture vs 3D modelling) and is it right for you?
- What is the feedback/revision process?
- What does the vendor need to create these assets accurately?
- How long does it take to create an asset or complete the project?
- What is the cost per asset or project?



**Feedback? Interest?**  
Email [ar-interest@google.com](mailto:ar-interest@google.com)  
or reach out to your Google  
representative to learn more

Thank  
You