Case study

DOOB

DOOB create avatars in the cloud

The future is exciting.

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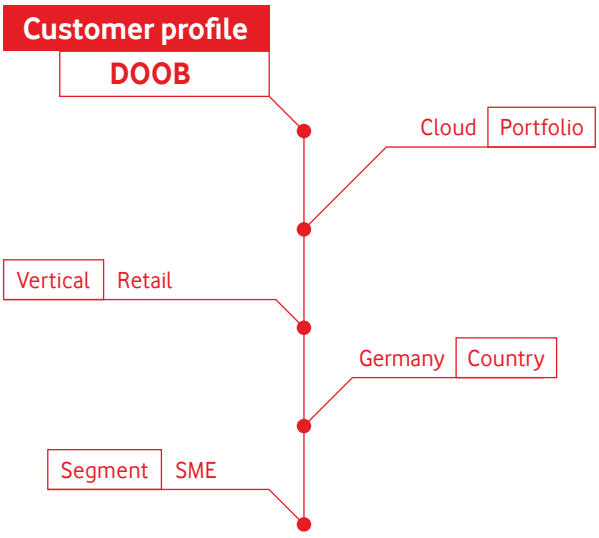
3D technology company DOOB create personalised avatars in minutes with Alibaba Cloud from Vodafone.

Based in Germany, DOOB create 3D models from 2D imagery. Using a device called the DOOBlicator, customers are photographed using more than 60 cameras and from these still images, doob collects enough data to print out photo-realistic 3D models. Always innovating, DOOB discovered this technology could also be used to create digital 3D avatars of people, capable of movement and interaction - ready to enter and engage on the worldwide web.



The challenge

Data heavy dimensional imagery

Headquartered in Dusseldorf, DOOB are now world-renowned for creating these personalised 3D-models, which enable customers to take home a miniature version of themselves, their family, or even a favourite instrument or pet. Having completed thousands of scans, and with additional operations in Berlin, New York, Los Angeles and Tokyo, DOOB knew that more could be done with the data being captured.

“We knew there had to be ways to adapt or apply this data to other industries in a digital context,” says Vladimir Puhalac, Chief Executive Officer, DOOB. “So, we launched a solution to create fantastic quality avatars, almost automatically out of our proprietary software.”

Created from the same two-dimensional data as the physical figurines, DOOB 3D avatars mean that social media fans and avid gamers can have their own life-like mini-me, ready to enter the digital world, just by entering one of DOOB scanners.

But with approximately 300MB per scan, rendering the 2D images into a 3D avatar requires a huge amount of data, and with over 20 scanners across the globe, DOOB needed a flexible infrastructure solution that would provide them with required computing power at a moment’s notice; allowing them to only pay for what they needed, but with guaranteed of security and scalability.

The solution

Alibaba Cloud from Vodafone

DOOB chose to connect its DOOBlicators across the globe using Alibaba Cloud from Vodafone. Offering a broad portfolio of services, including high availability production work loads and easy access to deliver quick development environments, Alibaba Cloud is a scalable solution, that is managed by Vodafone, on a pay per usage basis.

“We already had software and AI based on algorithms, and this is now all in the Vodafone Cloud, supporting us to create human beings in digital form,” explains Vladimir. “With Alibaba Cloud from Vodafone, it doesn’t matter where the DOOBlicator is located and where the customer is being scanned, we are available 24/7.”

The partnership with Vodafone also allowed DOOB to improve calculation time for digital avatars, moving from producing everything locally using Central Processing Units (CPU), to creating avatars centrally using Graphical Processing Units (GPU).

“Vodafone supported us by giving us GPU’s, which increased our efficiency and quality of the avatars dramatically,” adds Vladimir. “Our best time now per avatar is 15 minutes, and I think we can better this so in future every consumer can have an avatar ready to share over social media, in just ten minutes.”

The potential applications for 3D avatars are endless. An obvious choice is use in the gaming industry, on websites and for mobile applications, but they also make great business tools; creating new ways of buying and selling within the retail industry, an innovative tool for the future of healthcare, and aiding global communications, through interactive virtual meetings and online conferences.

"With Vodafone as a worldwide provider of communications, and DOOB being a pioneer in creating a tool for communications, there is a very natural fit between Vodafone and DOOB," summaries Vladimir. "Looking at the future, I see many synergies where we can offer solutions together to help customers step into transformation and digitise their business processes."

Why Vodafone?

- Alibaba Cloud from Vodafone is a scalable, flexible and global cloud platform that enables DOOB to improve the efficiency and quality of its digital avatars
- A trusted partner, Vodafone enables DOOB to optimise computing processes, and along with centralised computing capacity in the form of GPU's, improve the creation time of digital avatars to 15 minutes
- A 24/7 German-language support hotline and a simple pay as you use solution, keep Alibaba Cloud from Vodafone scalable and allow DOOB to grow with their customer requirements

About DOOB

Founded in Dusseldorf, DOOB scan, model and 3D-print replica figurines and digital 3D avatars of people, and locations. With the ambition to scan humanity, DOOB are at the forefront of a digital revolution, where 3D technology is opening up new forms of customer approach and communications, in industries such as architecture, medical & healthcare, fashion, sports and entertainment.

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Vladimir Puhalac
Chief Executive Officer, DOOB

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