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ABOUT

R.D.D. Italia is a technology company based in Altamura, in Southern Italy, that takes companies from idea to market through an integrated method built on a single set of digital data. Across its three divisions — GENESI (design and style), PRODIGI (prototyping and engineering) and FUTURA (3D configurators, virtual reality and sales experiences) — it turns a concept into a production-ready product and, from that same data, into sales tools and immersive communication.

R.D.D. Italia è una realtà tecnologica con sede ad Altamura, nel Sud Italia, che accompagna le aziende dall'idea al mercato con un metodo integrato costruito su un unico dato digitale. Attraverso le sue tre divisioni — GENESI (design e stile), PRODIGI (prototipazione e ingegnerizzazione) e FUTURA (configuratori 3D, realtà virtuale ed esperienze di vendita) — trasforma il concept in prodotto pronto per la produzione e, dallo stesso dato, in strumenti di vendita e comunicazione immersiva.

"Diamo forma all'idea, corpo al prodotto e vita all'esperienza — tutto dallo stesso dato."

Mentioned by



WHAT WE DO

GENESI LAB

ESSENTIA
STYLING
& CONCEPT

VISUALIA
CATALOGUE
& RENDER

SPATIA
DESIGN FOR
COMMERCIAL
SPACES

KINEMA
3D ANIMATION

PRODIGI LAB

FORMA
VIRTUAL
PROTOTYPING

LINEA
PRODUCTION AND MINI-
SERIES

REVERSA
REVERSE
ENGINEERING

EXPLORA
RESEARCH
AND DEVELOPING

FUTURA LAB

ADAPTA
APP
SELECTOR

PLASMA
EDITOR

IMMERSIA
VIRTUAL
SHOWROOM

GENESIS LAB

ESSENTIA STYLING & CONCEPT

MISSION & VISION

BRAND VALUE

TARGET AUDIENCE

BRAND PERSONALITY

MOODBOARD



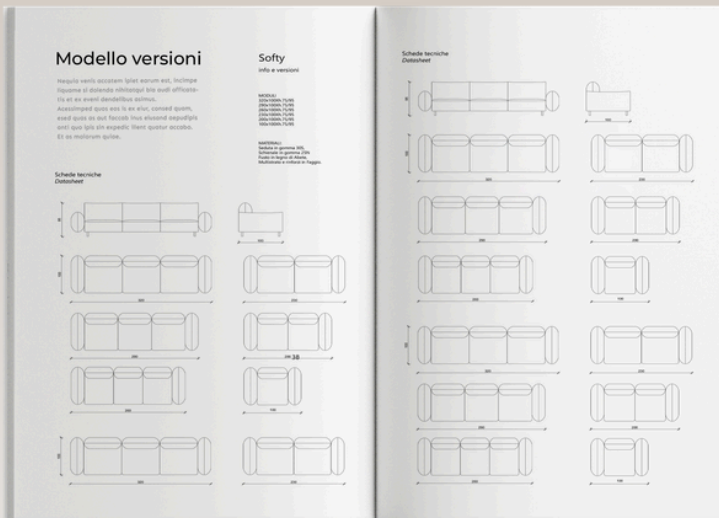
GENESIS LAB

ESSENTIA STYLING & CONCEPT



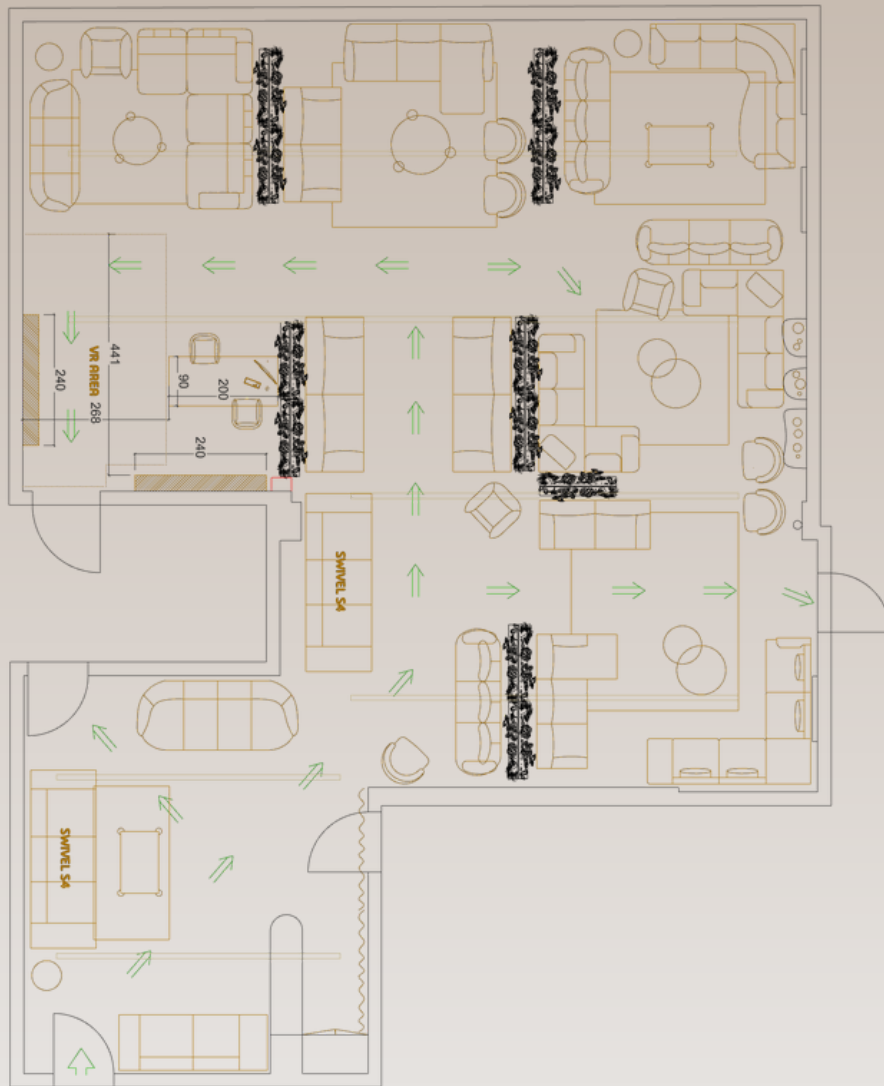
VISUALIA

CATALOGUE & RENDER



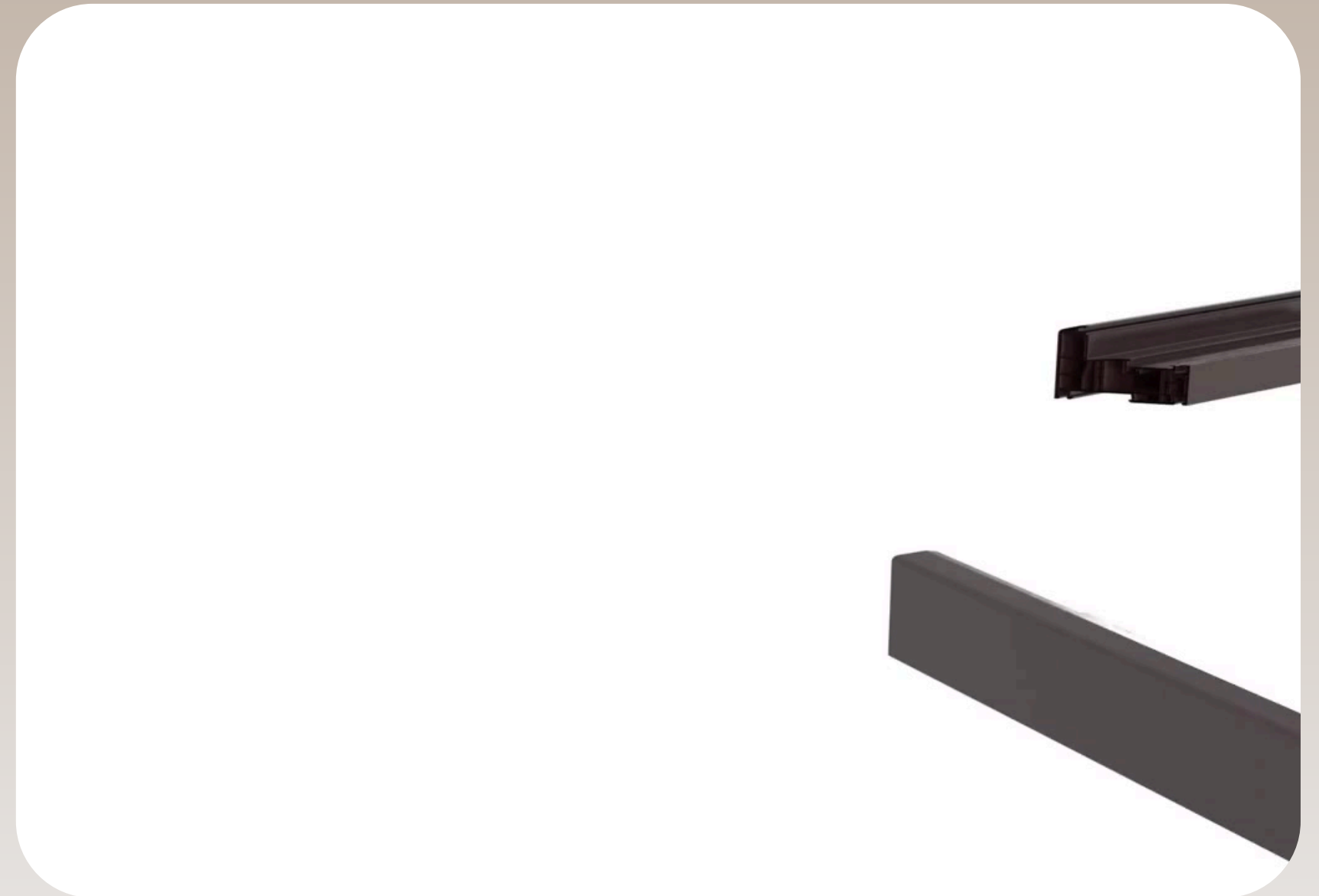
GENES LAB

SPATIA DESIGN FOR COMMERCIAL SPACES



GENESIS LAB

KINEMA 3D ANIMATION

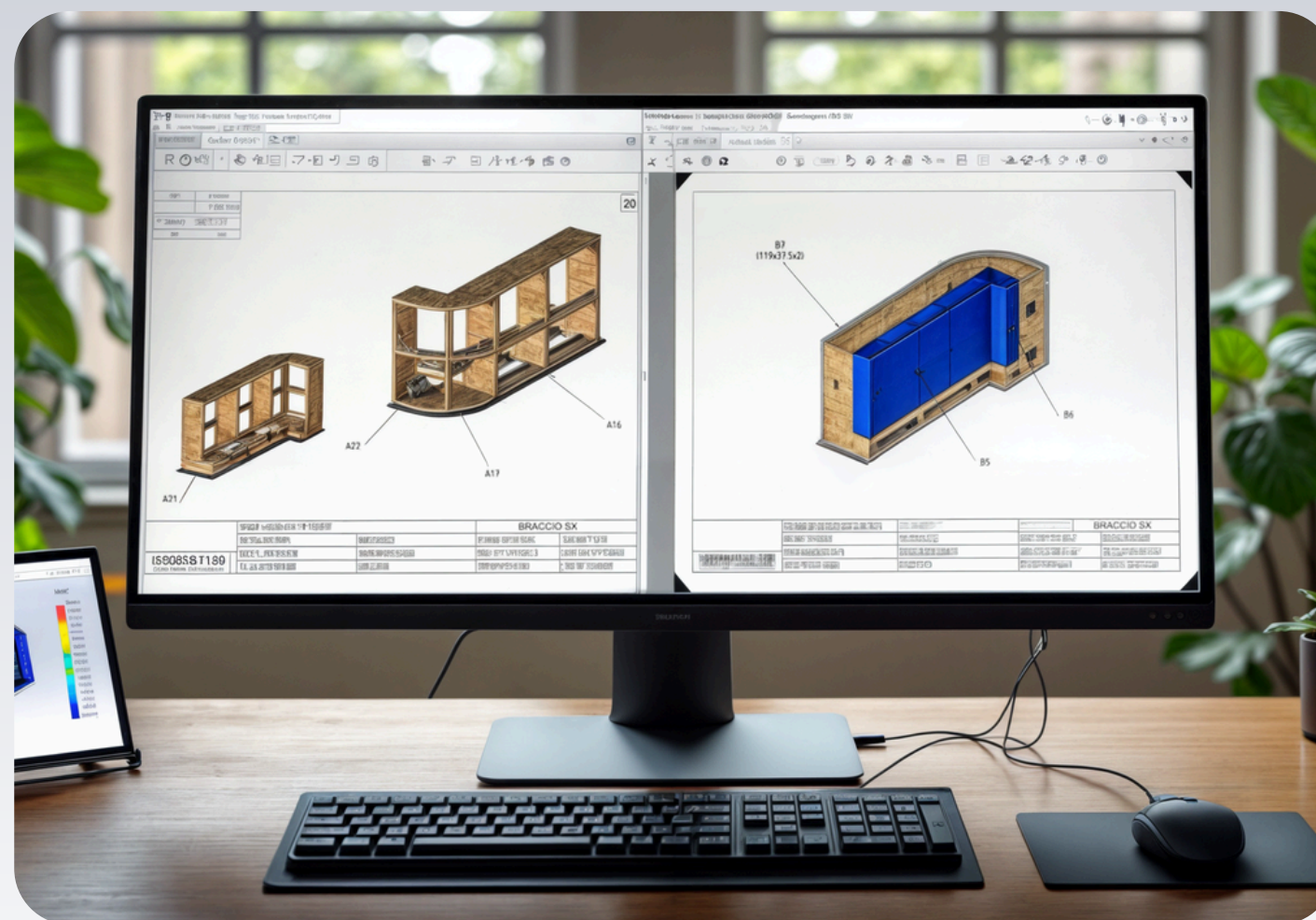


PRODIGALAB

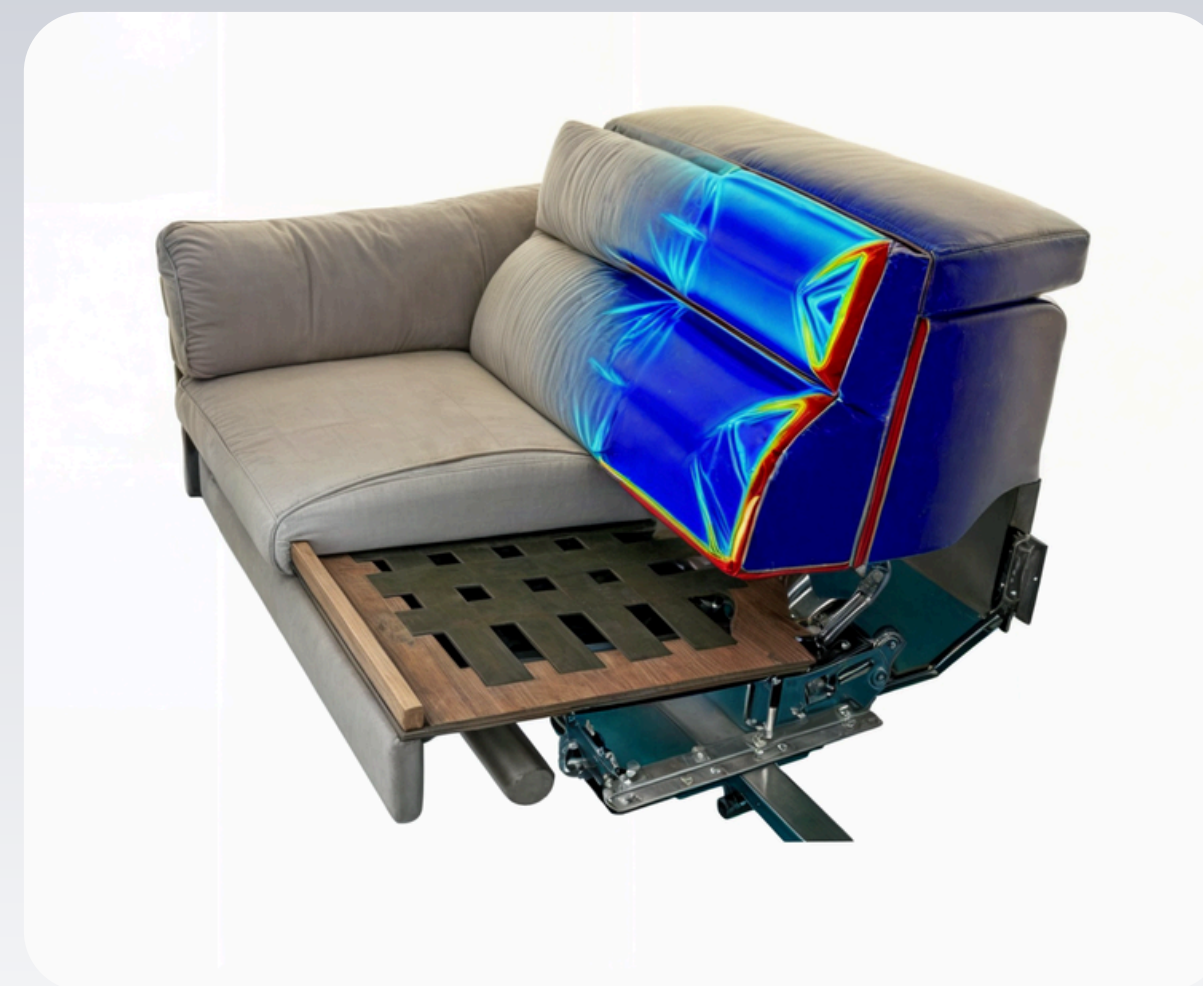
FORMA
VIRTUAL
PROTOTYPING



LINEA
PRODUCTION AND
MINI-SERIES



REVERSA
REVERSE
ENGINEERING



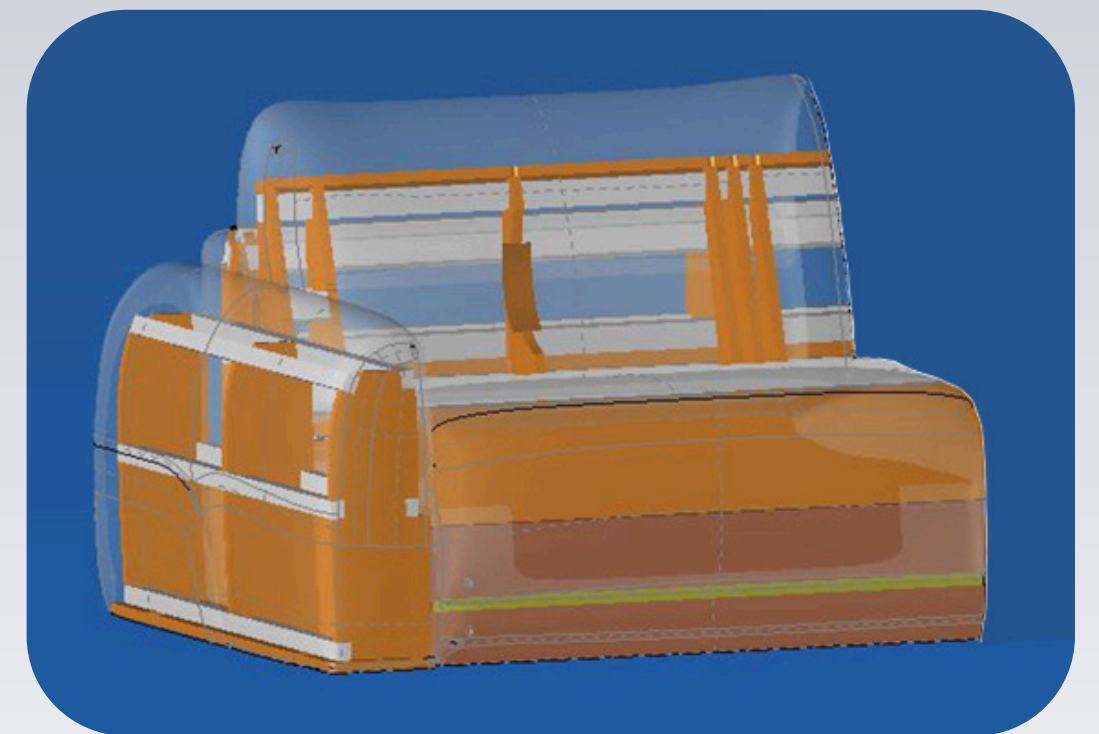
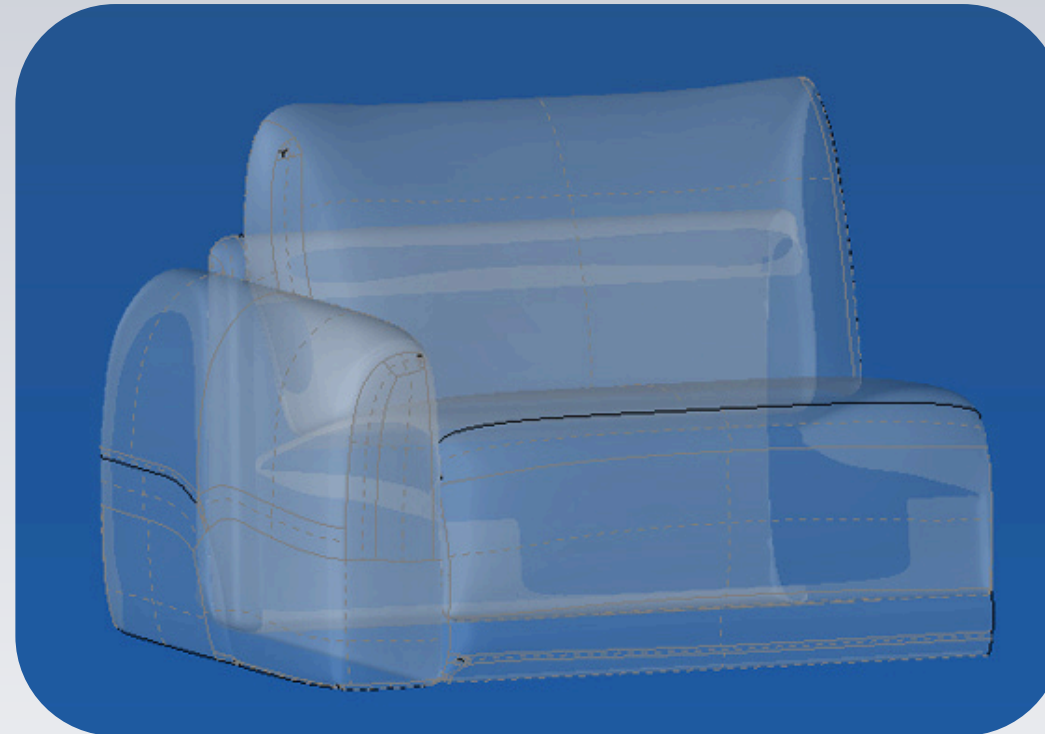
EXPLORA
RESEARCH
AND DEVELOPING

PRODIGI LAB

CUSTOMER INPUT



FORMA VIRTUAL PROTOTYPING



- Render with dimensions
- Sketch with dimensions
- General purpose + ESSENTIA

PLASMA CONFIGURATOR

PLASMA is an innovative configurator capable of creating personalized modular compositions with exceptional ease and intuitiveness.

It supports companies and customers in product customization, ensuring precision, efficiency, and accurate order submission.

PLASMA è un **configuratore innovativo** capace di creare **composizioni modulari** personalizzate con **estrema facilità e naturalezza**. Accompagna **aziende e clienti** nella customizzazione dei prodotti, garantendo **precisione, efficienza** e corretto invio d'ordine.



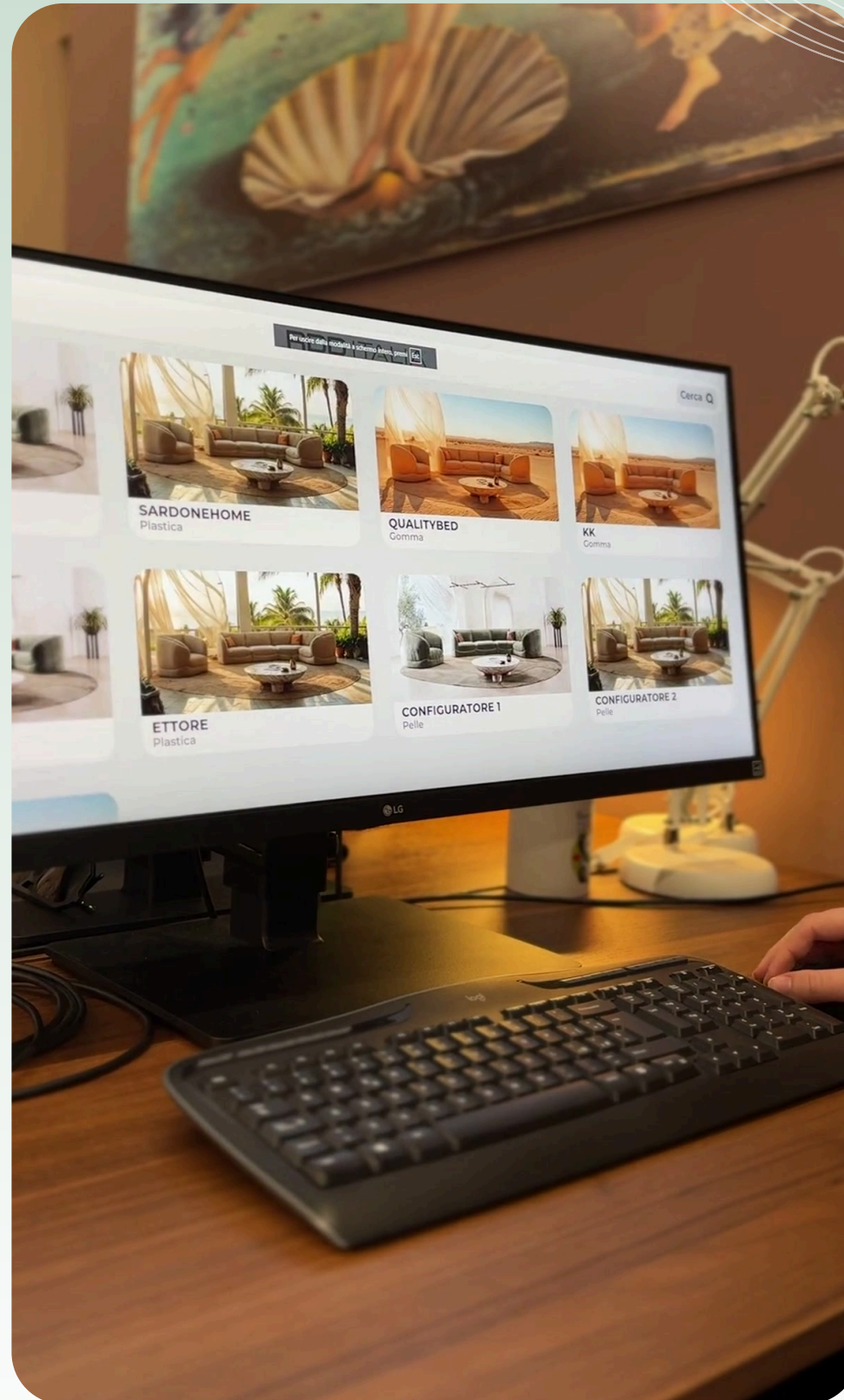
FUTURALAB

PLASMA CONFIGURATOR

KEYPOINTS

- **Drastically reduced response times for quotes**
- **Elimination of errors between configuration and production**
- **Full synchronization with company systems**
- **Powerful tool for both sales and pre-sales**

- Riduzione drastica dei tempi di risposta commerciale
- Azzeramento degli errori tra configurazione e produzione
- Sincronizzazione totale con i sistemi aziendali
- Potente strumento di vendita e pre-vendita

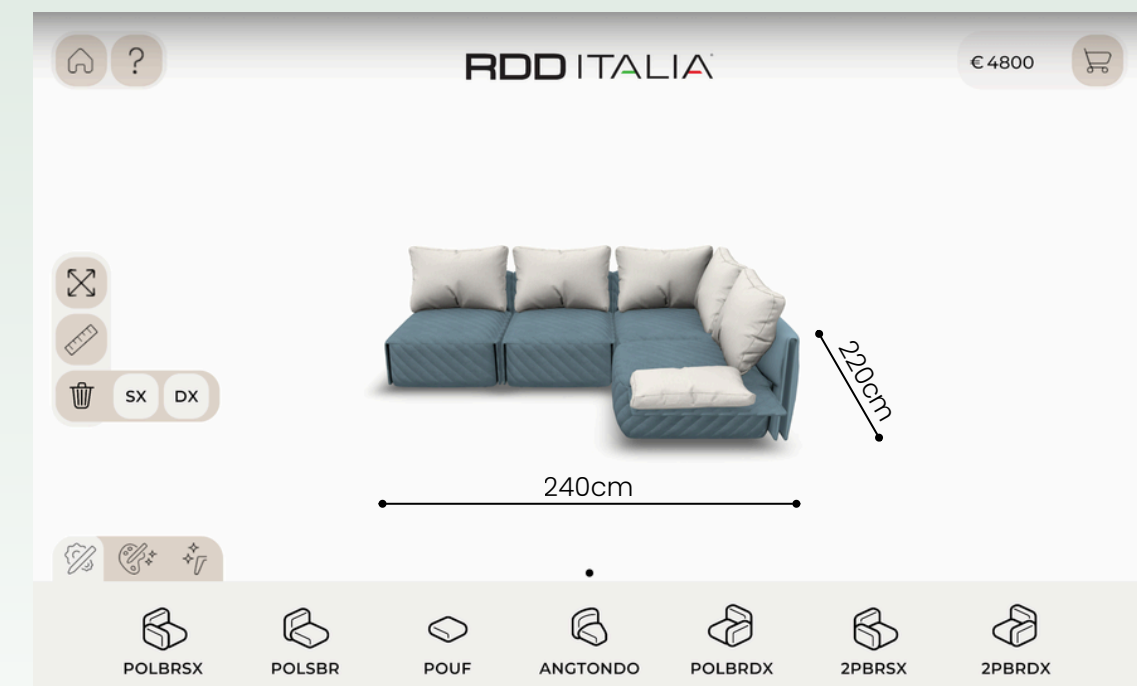


PLASMA CONFIGURATOR

KEYPOINTS

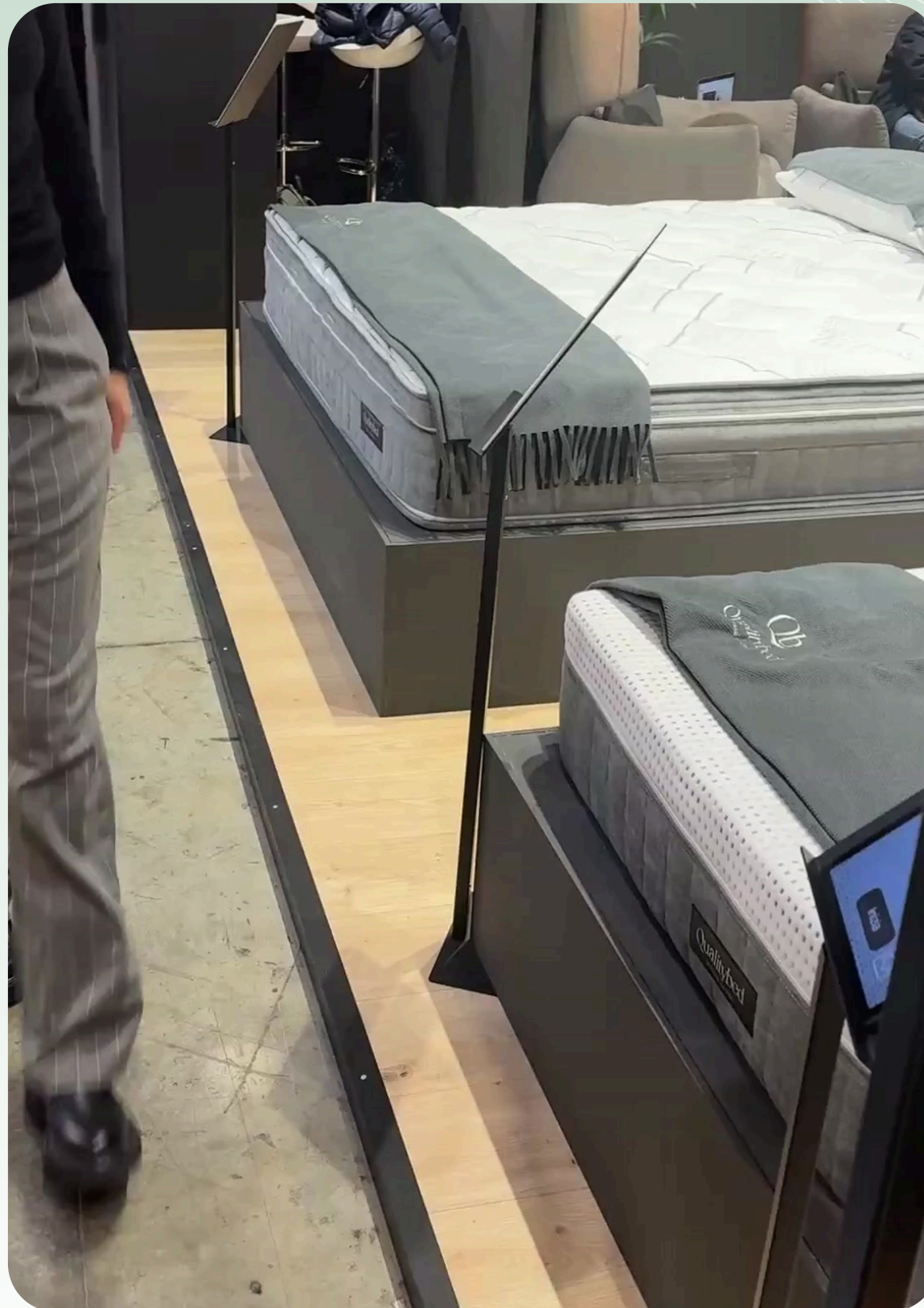
- **User-friendly and responsive interface on any device**
- **Real-time customization: fabrics, colors, accessories, dimensions**
- **High-fidelity 3D visualization of all changes**
- **Automatic quote generation in PDF format for the customer**
- **Technical data sent in Excel format to the company**
- **Direct integration with ERP, CRM, WMS, and production systems**

- Interfaccia user-friendly e responsive su ogni dispositivo
- Personalizzazione in tempo reale: tessuti, colori, accessori, misure
- Visualizzazione 3D ad alta fedeltà delle modifiche
- Generazione automatica del preventivo in PDF per il cliente
- Invio del dettaglio tecnico in Excel per l'azienda
- Integrazione diretta con ERP, CRM, WMS e sistemi produttivi



FUTURALAB

ADAPTA APP SELECTOR



Adapta is one of the many services within R.D.D. Italia's digital suite, helping to build a consistent, effective, and customer-centered purchasing journey.

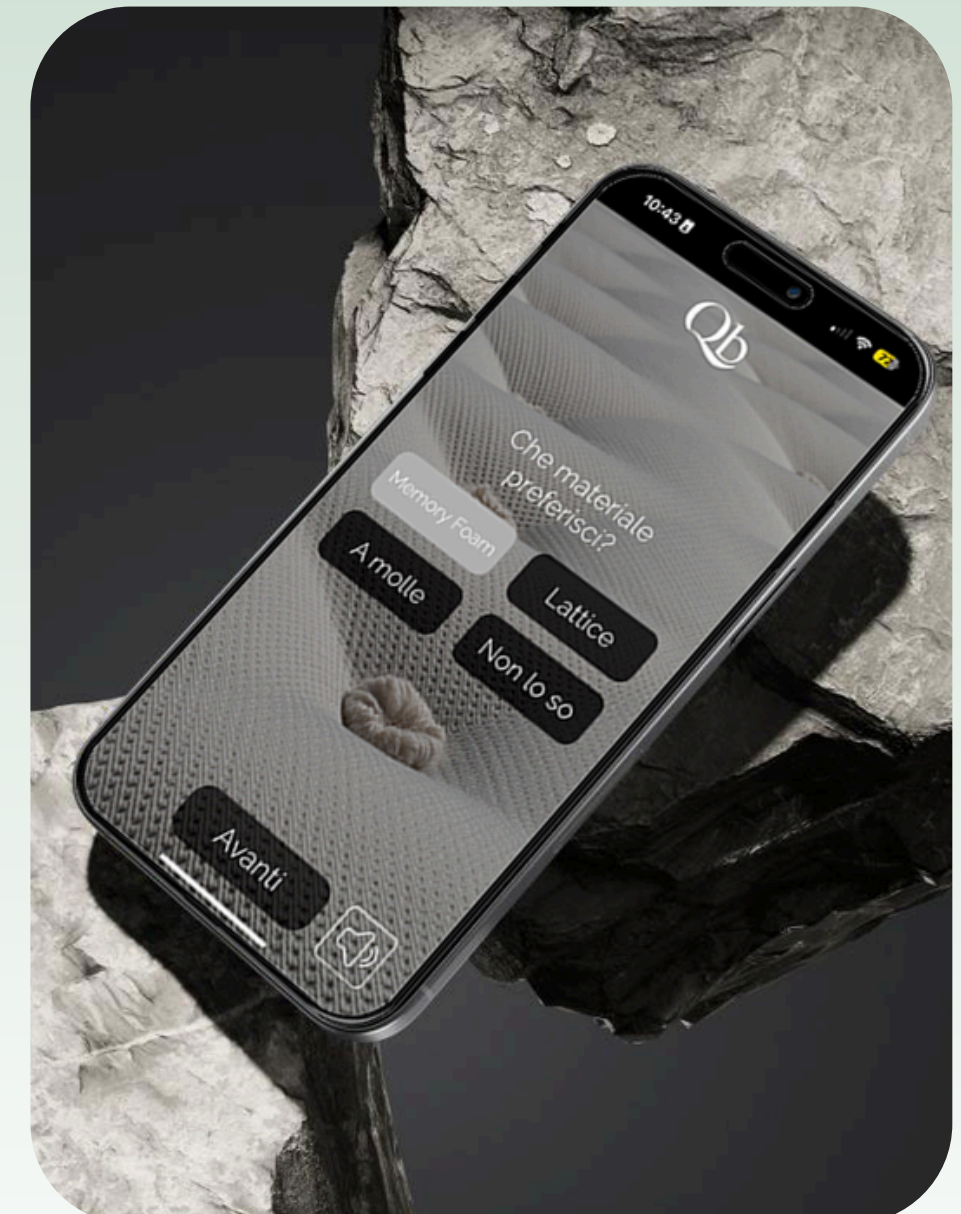
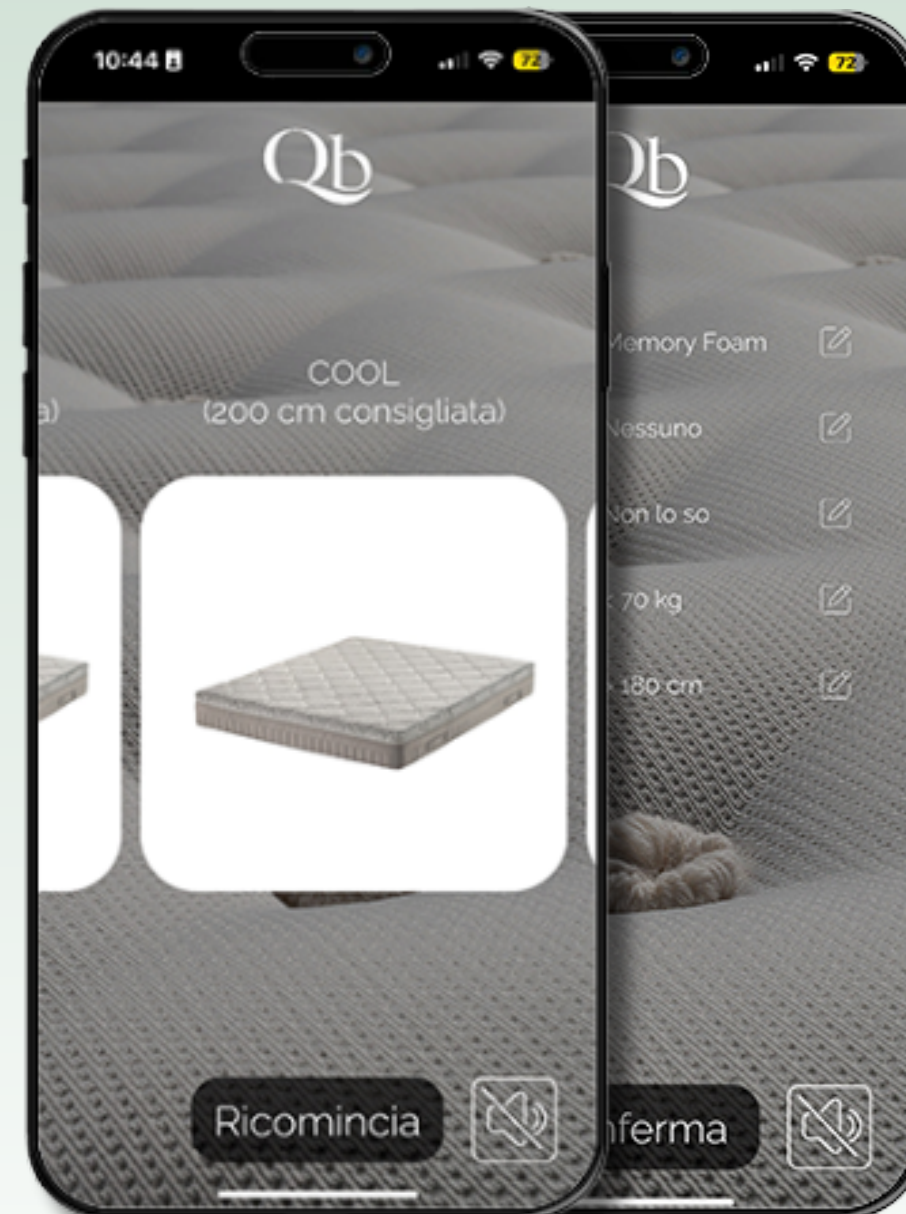
Adapta è uno dei vari servizi della **suite digitale di R.D.D. Italia**, contribuendo a costruire un percorso d'acquisto coerente, **efficace e customer-centered**.

FUTURALAB

ADAPTA APP SELECTOR

Adapta is the intelligent selector developed by R.D.D. Italia to assist customers in choosing the product that best suits their needs, especially when faced with a wide range of options.

Adapta è il selettore intelligente sviluppato da R.D.D. Italia per accompagnare il cliente nella scelta del prodotto più adatto alle sue esigenze, soprattutto quando si trova di fronte a un'ampia gamma di opzioni.



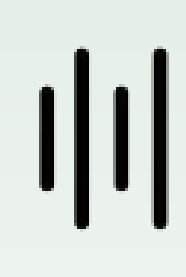
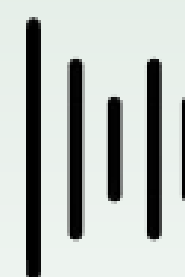
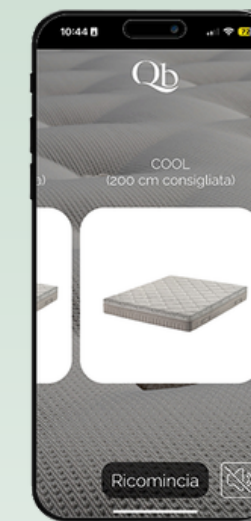
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ADAPTA APP SELECTOR

It can be easily integrated into websites, mobile apps, or in-store kiosks, and it perfectly fits any product sector—from wellness to technical furniture, all the way to lifestyle.

The experience can be made even more engaging with the addition of a voice guide that walks the user through each step, improving accessibility and strengthening the emotional connection with the brand.

Può essere integrato facilmente all'interno di **siti web, app mobili o totem** nei punti vendita, e si adatta perfettamente a qualsiasi settore merceologico, dal wellness all'arredo tecnico, fino al lifestyle. L'esperienza può essere resa ancora più coinvolgente grazie alla possibilità di **inserire una voce guida**, che **accompagna l'utente** passo dopo passo, migliorando l'accessibilità e rafforzando il **legame emotivo** con il brand.



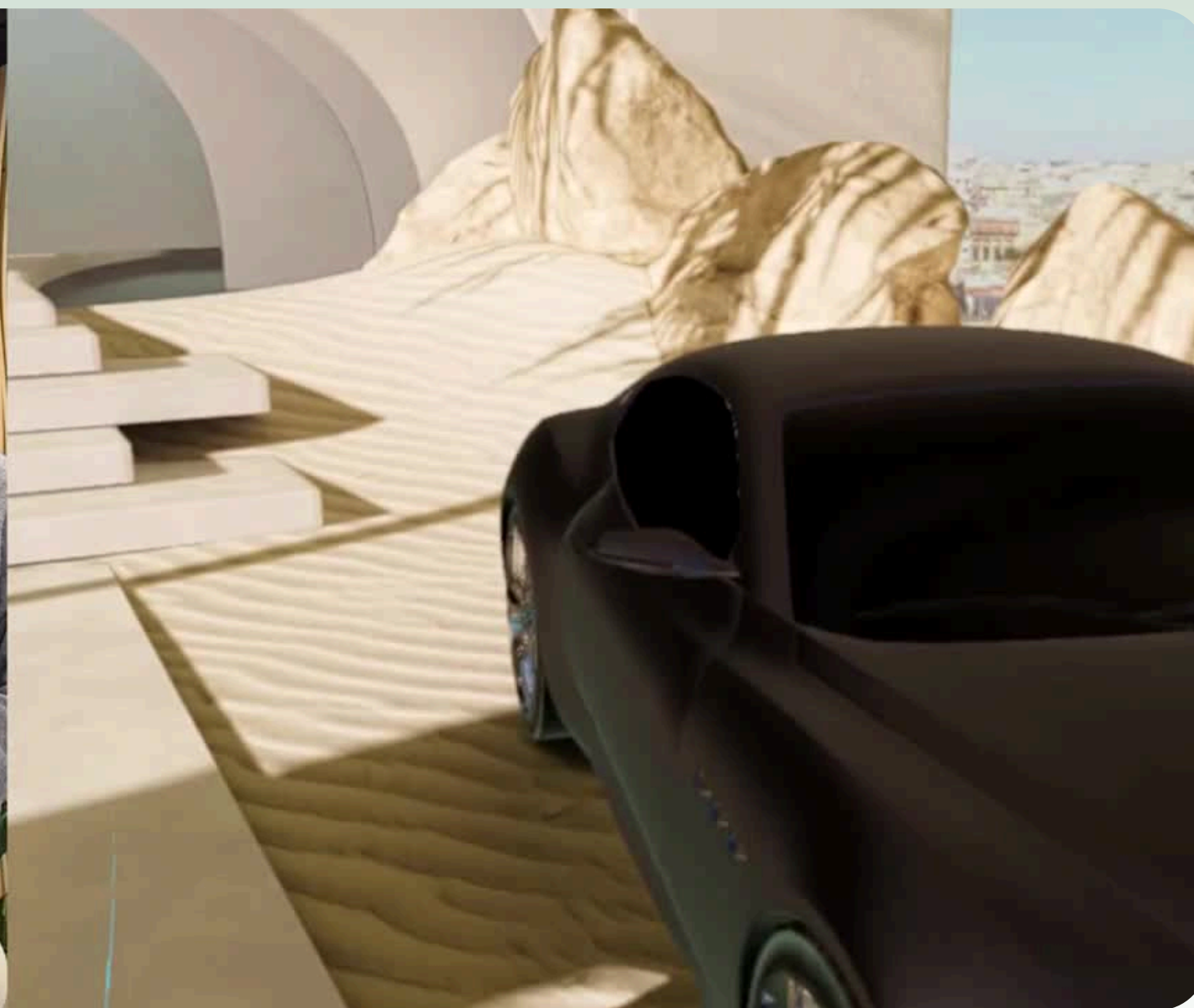
FUTURALAB

IMMERSIA



FUTURALAB

IMMERSIA VIRTUAL EXPERIENCES



FUTURALAB

IMMERSIA B2B & B2C

GLOBAL ACCESSIBILITY

- Customer journey more engaging and interactive.
- Support in purchase decisions (products, materials, etc.).
- Ease of transaction.
- Product visibility worldwide, 24/7.
- Experiences accessible on any device, anywhere.

ADVANCED DATA ANALYTICS

- Return and suggestion of insights on most popular products.
- Visitor retention within the experience.
- Development of targeted campaigns based on customer interest.

EFFICIENCY AND REDUCTION OF OPERATING COSTS

- Sustainable technologies in line with company eco-design objectives.
- Reduction of costs associated with physical space, utility bills, and transport costs.





RDD ITALIA ®
RESEARCH AND DEVELOPMENT OF ITALIAN DESIGN

**EXTRAORDINARY PROJECTS AWAIT US...
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