

H Y P H E N

Group

H Y P H E N

What we do

We support global luxury and retail brands through the digital transformation of **content production and distribution** processes and tools. Since 1998.



CONTENT WHAT?



CONTENT WHAT?

OPERATIONAL AREAS

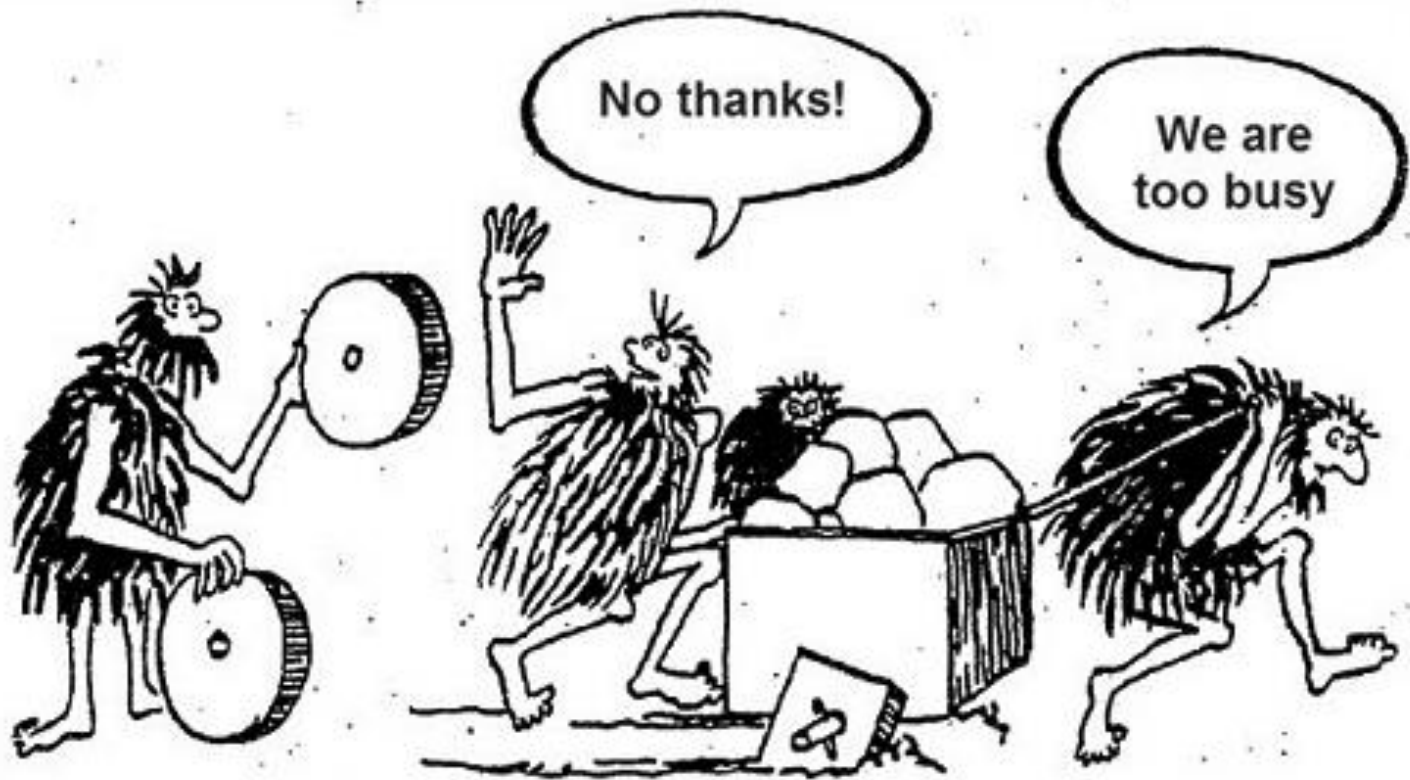
- Production
- Management
- Fruition
- Adaptation
- Delivery

KEY FACTS

- Business critical
- Budget intensive
- Time consuming

GAME BLOCKERS

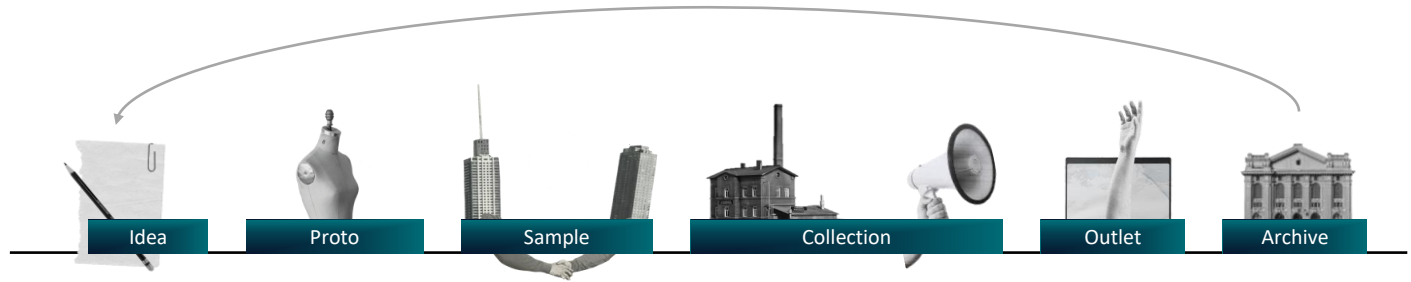
- Operational redundancies
- Technological redundancies
- Process entropies
- Local vs global optimization



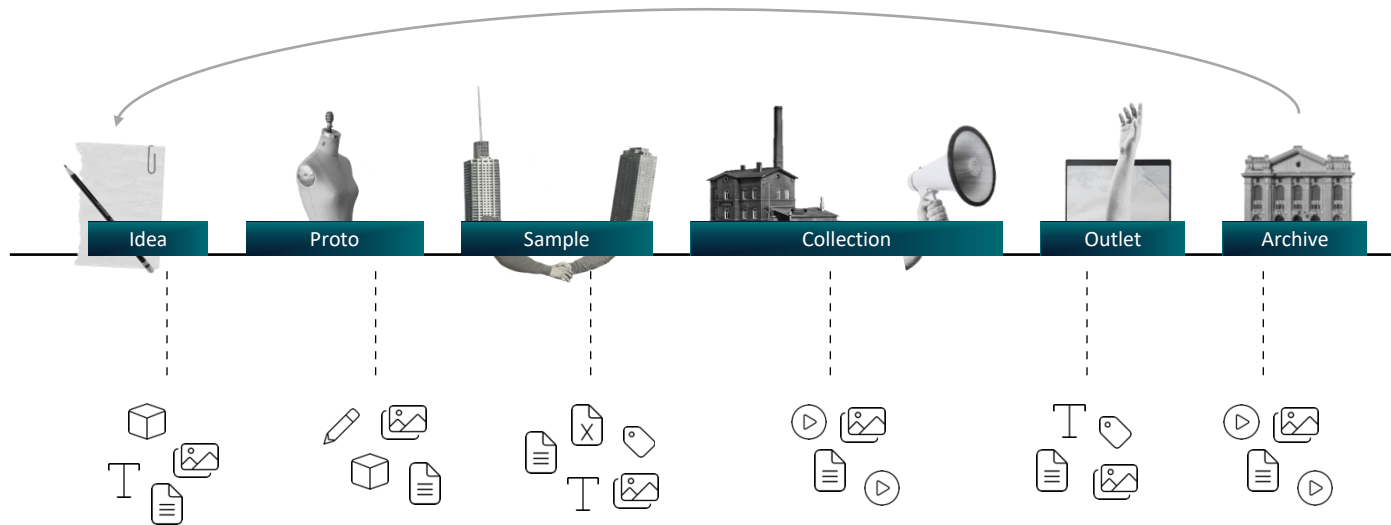
Digital Content Factory

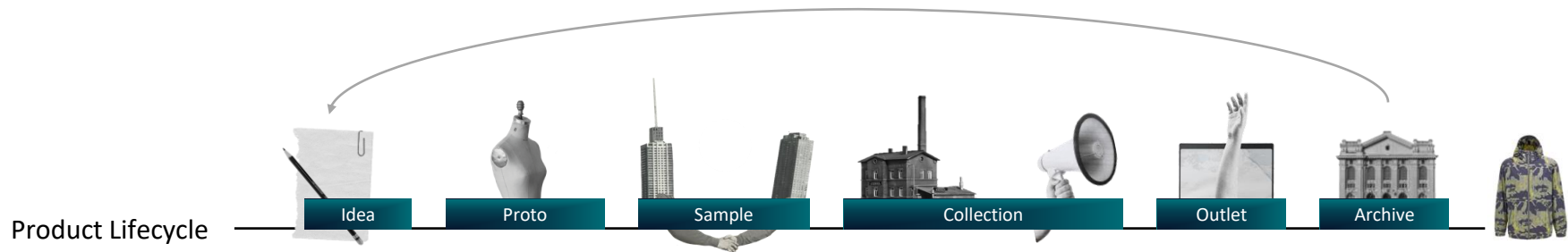


Product Lifecycle

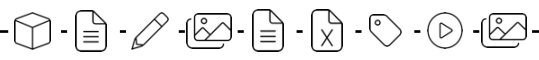


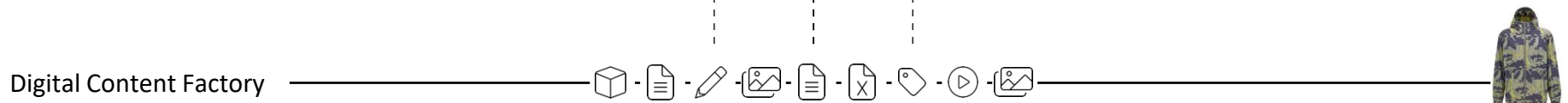
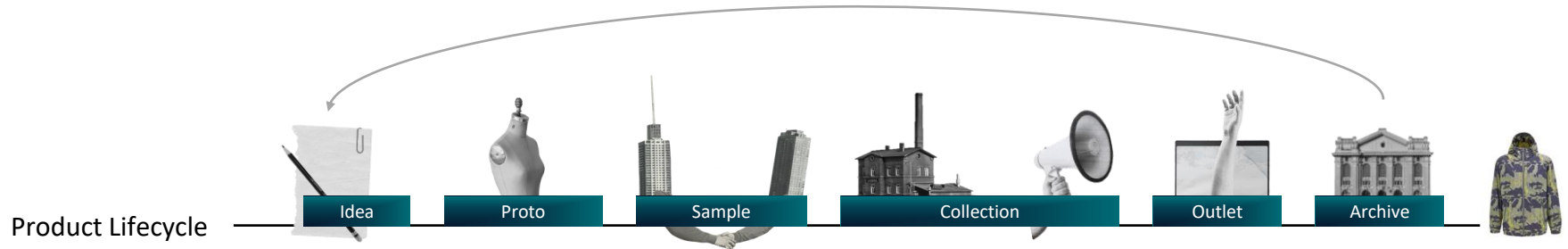
Product Lifecycle





Digital Content Factory





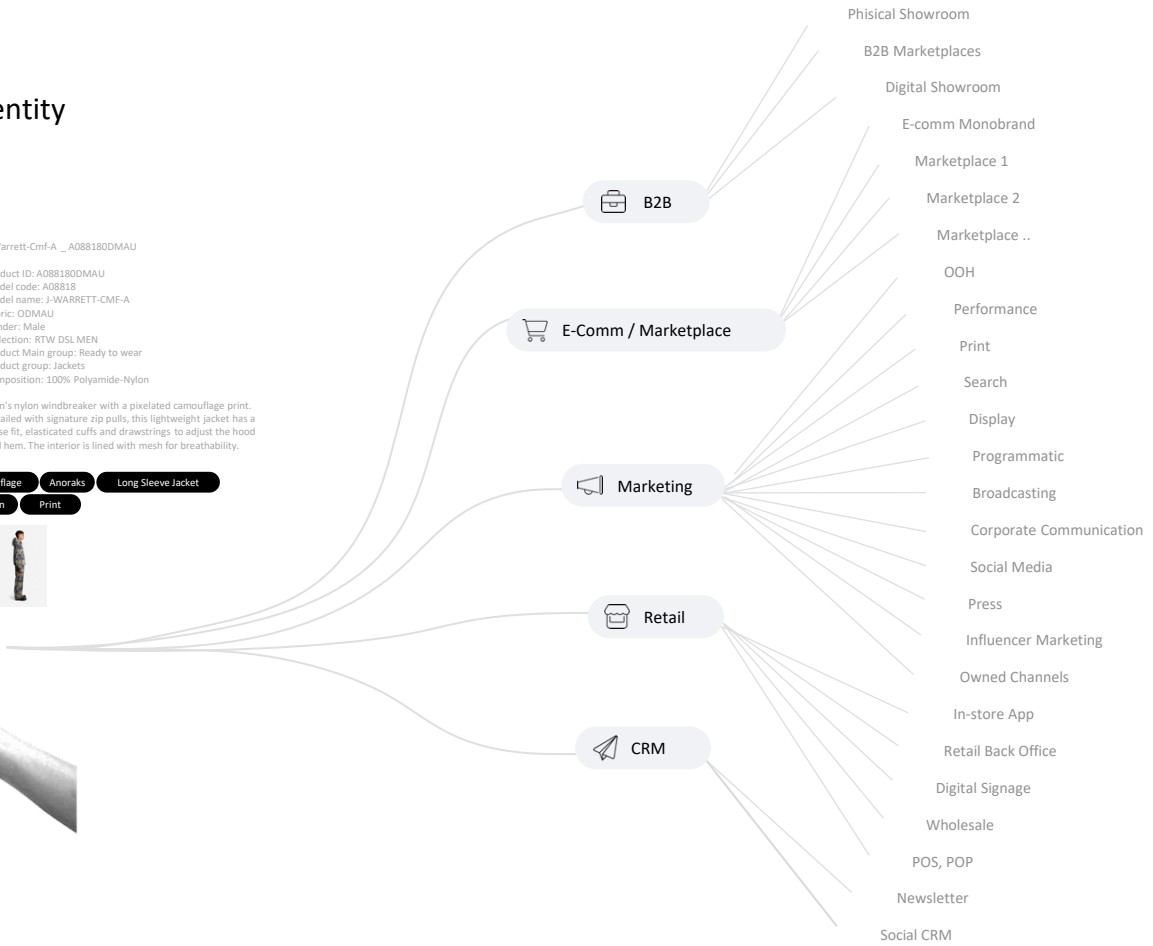
Digital Product Identity

J-Warrett-Cmf-A _A088180DMAU

Product ID: A088180DMAU
 Model code: A08818
 Model name: J-WARRETT-CMF-A
 Fabric: ODMAU
 Gender: Male
 Collection: RTW DSL MEN
 Product Main group: Ready to wear
 Product group: Jackets
 Composition: 100% Polyamide-Nylon

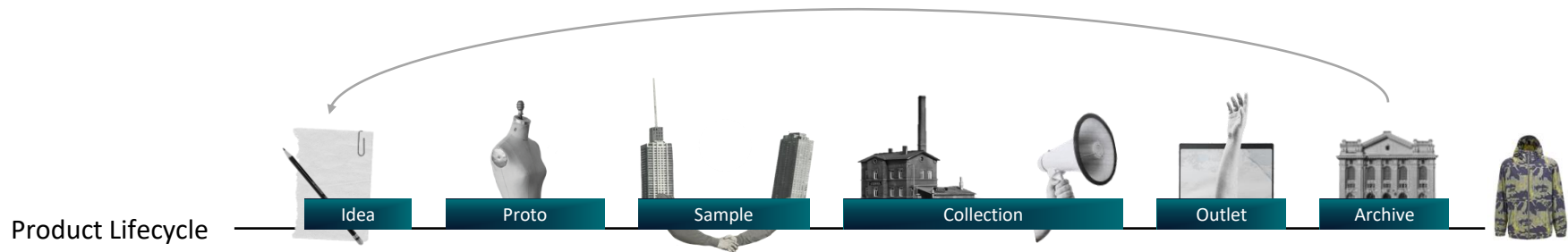
Men's nylon windbreaker with a pixelated camouflage print. Detailed with signature zip pulls, this lightweight jacket has a loose fit, elasticated cuffs and drawstrings to adjust the hood and hem. The interior is lined with mesh for breathability.

Camouflage Anoraks Long Sleeve Jacket
 Green Print

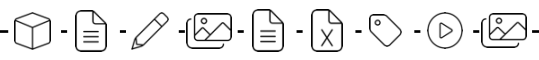


WHAT HAPPENS WITH AI?





Digital Content Factory



Product Lifecycle



Digital Content Factory

Information	⚙️	👤	👤	👤	👤	⚙️	👤
Visual Assets	⚙️	👤	👤	👤	👤	⚙️	👤
3D	⚙️	👤	👤	👤	👤	⚙️	👤

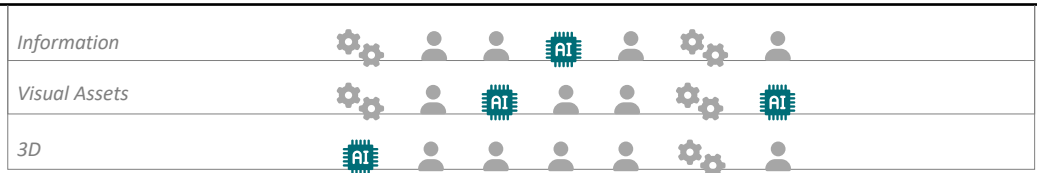


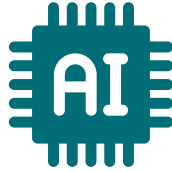
Digital Product Identity

Product Lifecycle



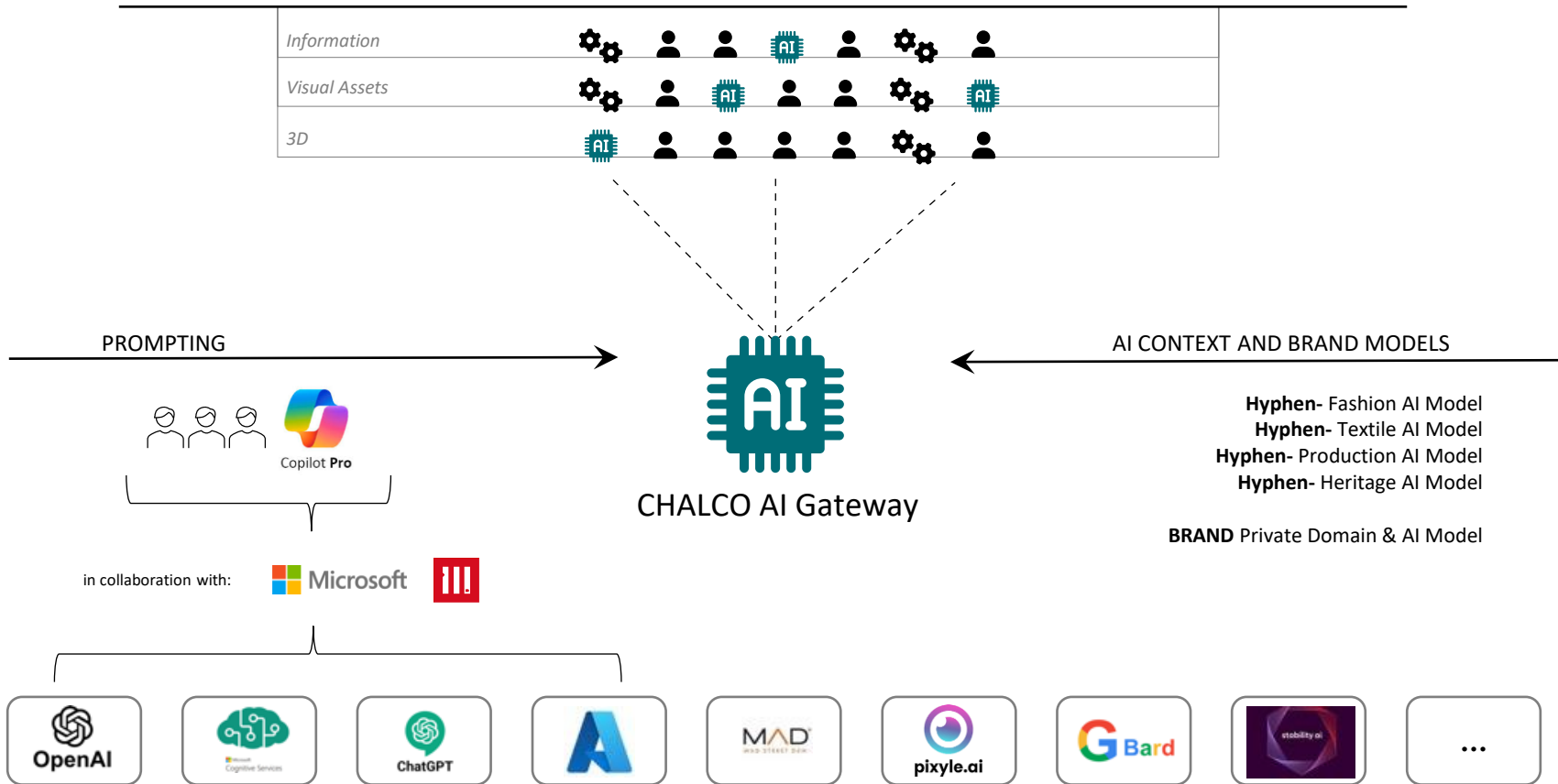
Digital Content Factory





CHALCO AI Gateway

«Bringing the excellence of specific AI services to
a global excellence level based on
workflow/need»



KEY TAKEOUTS



Elapsed and Effort reduction

More contents available



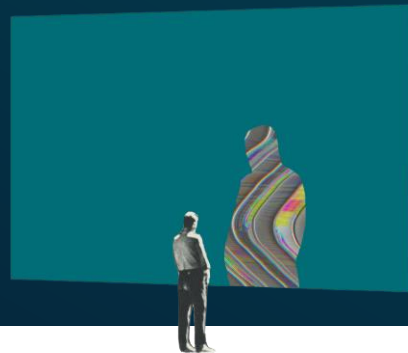
Dynamic content adaptation based on channel/audience

Content production process and budgeting redesign

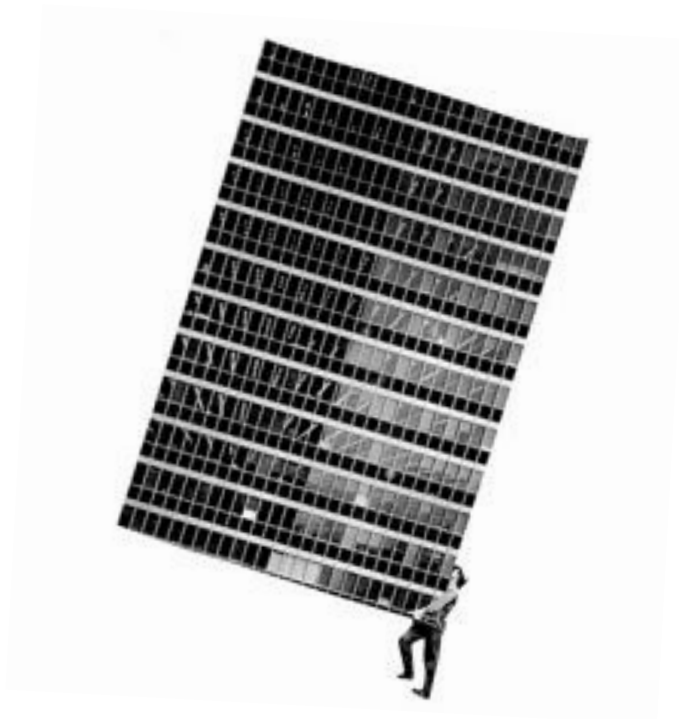


New professional skills needed (ie. Algorithm trainer and prompt engineering)

The next big challenge



PRIVATE AI MODELS



TRAINING



RELAZIONI

Product Lifecycle

Idea

Prototipia

Campionario

Collezione

Outlet

Archive

Digital Content Factory

Asset testuali	⚙️	👤	🤖 AI	👤	⚙️	👤
Asset visuali	⚙️	🤖 AI	👤	⚙️	🤖 AI	👤
3D	🤖 AI	👤	⚙️	👤	⚙️	👤

Identità Digitale di Prodotto

BRAND Digital DNA



→ Chalco Heritage 4.0





Digital Content Factory Revolution

DEMO LOUNGE

Sala Refettorio
Chostro Santa Maria degli Angioli
LAC, Lugano