

# IMPLEMENTATION OF 3D MODELING TECHNIQUES INTO AN INTERACTIVE HOME FURNISHING CATALOGUE SYSTEM

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## ABSTRACT

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E-commerce has grown into its popularity years ago. Therefore, many companies have been adopting such application into their business to gain wider business market. One of the very common e-commerce applications today would be the web-based catalogue system. Almost all company has chosen this kind of development as their marketing strategy in promoting their products online. Web-based catalogue generally helps to bring greater benefits to users as compared paper-based catalogue. However, there are still some users who prefer to read from paper-based catalogue rather than view it online through web-based catalogue. Therefore, multimedia application plays an important part in developing a web-based catalogue system in order to attract more users to the particular website. Interactivity is important to create a better human interaction between human and the system. There are many types of multimedia application, which can be implemented into web-based catalogue that incorporates sound, animation, graphics, images and others. The author has developed an interactive web-based catalogue using 3D modeling techniques to develop the products as one step higher than the current catalogue system being designed.