



# ACCENTURE DIGITAL TWIN TECHNOLOGY - COBA HANDBAGS

## VIDEO TRANSCRIPT

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What if you could shift to a more dynamic way of designing and producing content? One that saves you time and money and increases your creative options and output?

You can do this by using virtual living products known as digital twins.

A digital twin is generated by combining modeling data, precision measurements and lifelike textures. It looks and feels identical in every way to a real product.

It can be customized to any preference and endlessly altered, scaled and repurposed for all media and across every touchpoint.

As a single-source, computer-generated model, your production options are limitless. From physical to virtual worlds, your products come to life wherever your customers are and wherever you want to be.

Digital twinning adds new dimension to the creative process and puts the power of scalable, automated and on-demand content to work for your brand.

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