



# MIMIC

AI- Assisted Material &  
Decor Development Software  
for Digital Surfaces

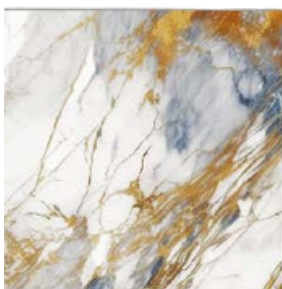
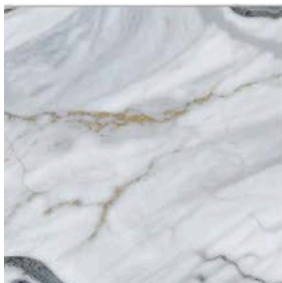


# THIS IS MIMIC

Create new, print- ready surface variants from original material scans - controlled, scalable and consistent

MIMIC is an AI-powered software solution for wood, stone, and other decorative surfaces. Its algorithm learns the natural surface DNA from real material scans, including grain flow, contrast, knots, mineral structure, rhythm, and visual coherence.

Based on this, MIMIC adapts a material to your target look and combines characteristics across references, for example the growth pattern and grain logic of one wood design with the color palette of another. It also multiplies limited source material into a coherent set of new variants. This works with both archived legacy scans and newly captured scans, while keeping the surface authentic and consistent. The result is faster decor development and more controllable variation without losing the identity and realism of the original material.



## Why it matters

Surface development is often slowed down by intensive sampling with many physical planks and by the lengthy process of turning a wooden plank into a production ready digital surface. Teams also face limited usable variants and consistency risks across multiple planks, slabs, and surfaces. MIMIC reduces this friction by enabling material true variation through a fast, repeatable, and scalable digital workflow.

## Typical Use Cases

- Decor and collection development
- Series building: more planks/variants within the same style
- Trend and sprint projects with short time- to-market requirements
- Segmentation: one style across multiple intensity levels
- Digital- first workflows for fast alignment and handover to prepress/print

# Early Adopters Wanted

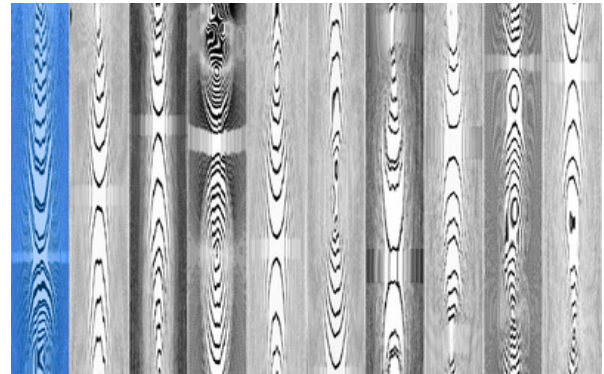
Expand Your Digital Surface Portfolio with MIMIC!

## Invitation to the test phase

Curious how MIMIC performs in your workflow?  
We are inviting selected partners to a guided test period that is structured, outcome driven, and focused on a tangible result.  
Together, we select reference material, train the target style, and fine tune the direction through short feedback loops until the look is aligned.

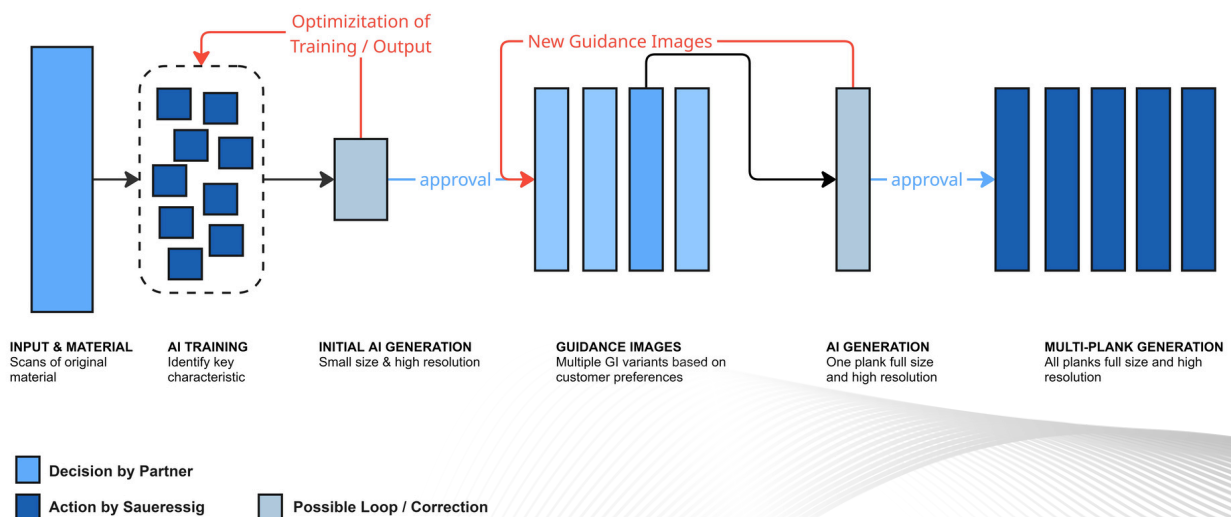
## Key Benefits

- Faster time to market with fewer iterations
- More variety with the same DNA
- Series ready planks and surfaces at scale
- Revived archive scans with new commercial value
- Rare originals multiplied into full layouts
- Less physical sampling through smarter digital workflows



## Especially interesting for industries:

- Ceramics
- Decoration
- Furnishings
- Flooring



To get you started, we provide the process up to the first generated plank as a one time complimentary service. This gives you a clear benchmark to assess style fidelity, series consistency, and portfolio potential.

## Interested? Reach out!

Let's align on scope, timing, and objectives for your test period.

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# SHAPING WHAT'S NEXT

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