

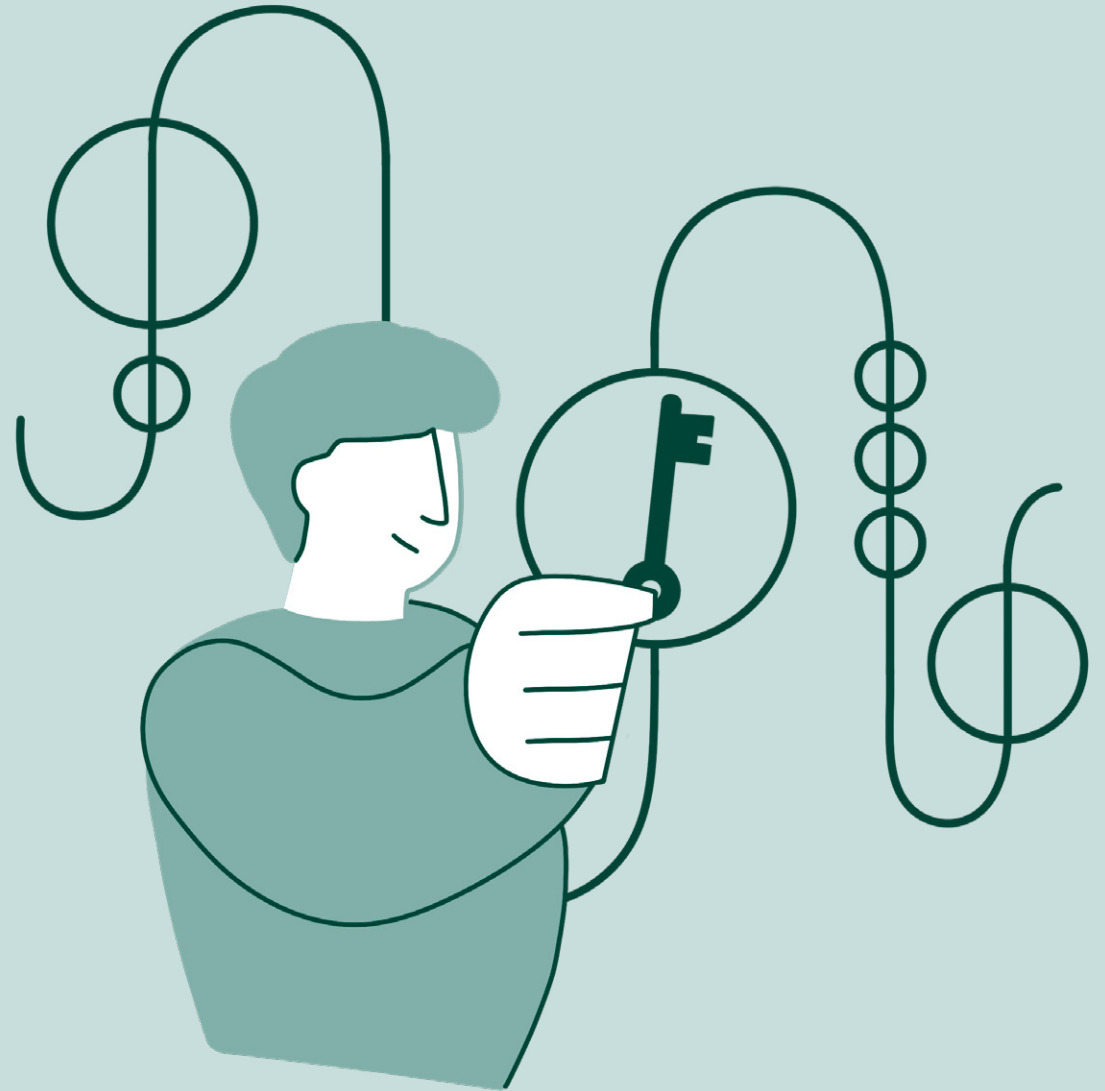


Entity

BUILD DATA THAT OPENS DOORS.

Powered by KiSP

Data Creation
Ideation
Configuration
Mobile Sales
Furniture Management
E-commerce
Visualization Services
CAD & Specifications



GOOD DATA CAN DO ANYTHING.

Want to show the world what your products can do? All you need is good, clean data.

Entity turns every product in your catalog into powerful bespoke and agnostic data that can drive every tool you use to sell. Use it to create accurate, up-to-date visuals for 2D images, 3D renderings, fly-throughs, configurators, sales tools, virtual and augmented reality presentations, and whatever new technology tomorrow may bring.

While the rest of the industry requires you to rebuild data for each app, we do things distinctly differently, saving you time, money, and frustration. Once your data is built, you can use it for all of our products and anyone else's, too. It's platform-agnostic, easy to manage and update, and designed to be used again and again. We've even made it free to use since we believe everyone in the industry should be on the same playing field – but rest assured, your data will always be owned and controlled by you.

ACCURATE AND COMPLETE

Build a comprehensive set of data complete with names, model numbers, pricing, descriptions, swatches, and 2D and 3D-ready assets for every product—eliminating gaps and glitches.

ENGINEERED FOR THE BUILT ENVIRONMENT

Purpose-built for the complexity and demands of complex products and furniture.

BRAND AGNOSTIC

Use the same data with KiSP software or other applications like CET Designer, 2020, Spec, KITS Collaborator, and more—something no other industry application can do.

ZERO COST

Like Google and other open-platform tools, Entity is free to use and always will be—no licensing fees or subscription required.

SEE HOW ENTITY DOES DATA DIFFERENT.

FUTURE-PROOF

Be prepared to sell in any format—even those that don't exist yet—as customer preferences and technology change.

UNLIMITED ACCESS

Unlike other platforms, your data and IP remain your own, so you can export or update it any time you choose.

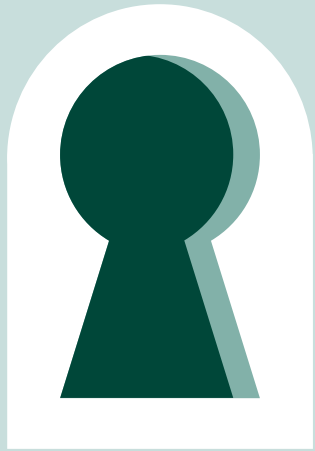
VERSATILE

Create it once, use it everywhere: from sales platforms to websites, social media, ads, brochures, virtual or augmented reality presentations, AI—you name it.

FASTER MATERIAL SPECS

Entity's Loom feature provides a library of 300,000+ swatches, grains, and finishes from more than 100 manufacturers. Just click and choose instead of manually copying and pasting surface materials, saving valuable time.

GET STARTED WITH ENTITY.



1. DO IT YOURSELF.

Our product is so easy to use that you can build and manage your data all by yourself—for free, just like other cloud-based services you know.

2. OR OUTSOURCE THE WORK TO US.

Want to keep your focus on what you do best? Our team of experts can take this responsibility off your plate for a one-time development fee.

3. ALL YOU NEED IS:

- Product images (marketing photos)
- Spec sheets / brochures (PDFs or Excel)
- Price lists (XML, Excel or SIF)
- 3D files if available (DWG)
- Surface Materials (JPEG, PNG)

4. TRAIN TODAY, USE IT TOMORROW.

Our simple training will turn you into an Entity pro in no time, and our customer service team is always standing by should you need a little more support.

STREAMLINE SALES FROM START TO FINISH.

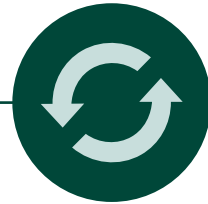
Entity powers the entire suite of KiSP tools and services, driving your success at nearly every stage of the process.



IDEATION

KITS Collaborator
and KiSP Services

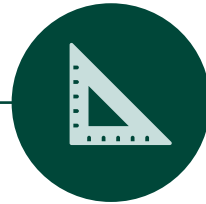
Define the vision,
inspire, and align
with customers.



ITERATION

KITS Configurator
and KiSP Services

Explore possibilities,
clarify decisions,
and refine.



LAYOUT

KiSP's industry
leading services
take the lead
here, establishing
rules, standards,
and structures.



IMPLEMENTATION

KITS Product Catalog
Cloud (KPCC) and
Sales Support services

Manage acknowledge-
ments, MACs, delivery,
& installation through
dealer systems.



IMMERSION

SnapTracker™

Follow inventory
through its lifetime
until the cycle
begins again.



OPTIMIZE YOUR IP.

Your product is your greatest IP investment – so why not make the most of it? With Entity, every product image you have is linked to real-time prices, specs, and finishes which follow the image wherever it goes. Once the data is built, every visual holds layers of up-to-date information that's easy to tap into during quotes, orders, or installations. It's more than just a pretty picture. It becomes a smart asset - what we at KiSP call Dimensional Asset Infrastructure (DAI), and we're the first in the industry to do it.

WHY DAI IS A BREAKTHROUGH.

1

HUMANS THINK IN PICTURES

Our brains process images 60,000× faster than text. Marry that instant clarity with real-time data, and every stakeholder - designers, dealers, buyers, installers, even AI agents - sees the same living, breathing source of truth.

2

ALWAYS ACTIONABLE, ALWAYS CORRECT

Update the data once at the source, and every 3D instance - on a website, in AR, inside a product configurator, a design extension, and a business system - refreshes automatically. No more redundant databases, no more version-control whack-a-mole.

3

AI-READY INFRASTRUCTURE

Generative AI thrives on context. Feed it a “smart” model that already knows its materials, lead times, and compliance rules, and you unleash intelligent automation: instant quotes, adaptive layouts, predictive maintenance - the list keeps growing.

4

WORKFLOW FREEDOM

From e-commerce to facilities management, anyone-human or algorithm-can read or write back to the model. No proprietary choke points, no manual re-keying, just fluid collaboration up and down the value chain.

WHY DO WE NEED DAI?

Images, price sheets, and product specs are typically stored in different places or formats, which can lead to all sorts of errors and omissions. DAI makes every visualization carry its own product DNA, so the truth travels with the picture. By bundling these details together into a single digital representation, it solves a number of common problems that cost time and money every day.

Eliminate spec drift

Data lives in the visual, so there's no need to retype numbers or details..

Speeds up quotes

Each image carries live pricing and finish info—what you see is what you get.

Reduces margin erosion

Rule-driven options block illegal mixes to prevent errors before the PO.

Increases customer confidence

One source of truth keeps every view current so product renderings never get out of sync.

WHAT MAKES UP DAI?

The system captures a complete and up-to-date story for every product in your catalog, including:

- 2D, 3D, and AR- or VR-ready images
- Model numbers
- Price
- Approved options and finishes
- Carton count





MAKE EVERY STEP COUNT.

Manufacturers

Change information once, and assets update automatically.

Sales Reps

Provide accurate and up-to date configuration and pricing on the spot.

Dealers

Order with a single product ID, knowing that cartons, SKUs, and freight are correct.

Design Partners

Share visuals that match current specs and fit the client's budget.

End Users

Get exactly what you ordered-no surprises.

MEET THE REST OF THE KiSP FAMILY.

A powerful set of digital tools and services designed to support your sales at every stage from concept to close.

KITS Collaborator

Getting aligned with customers can be a challenge. Thankfully, Collaborator provides a way to picture what you're thinking, allowing you to browse catalogs, explore thought starters, and create real-time renderings based on actual product data.

KITS Configurator

How do you help customers navigate an almost endless sea of colors, fabrics, finishes, and accessories? With Configurator. It's designed to help customers see how products look with every option, using detailed renderings to funnel down to smarter decisions.

SnapTracker™

Manage furniture assets throughout their lifecycle, from warehouse to workspace and reuse or resale. Track the location, stage, and condition of every item, connecting seamlessly with leading procurement platforms to reduce waste, optimize value, and support sustainability.

Services That Help You Sell

There's more to KiSP than our software. We also offer expert services in visualization, CAD, and data creation. From CAD to virtual reality, product illustrations, and whatever visual support you need to sell, our team will work to elevate every project.

THRIVE IN THREE DIMENSIONS.



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