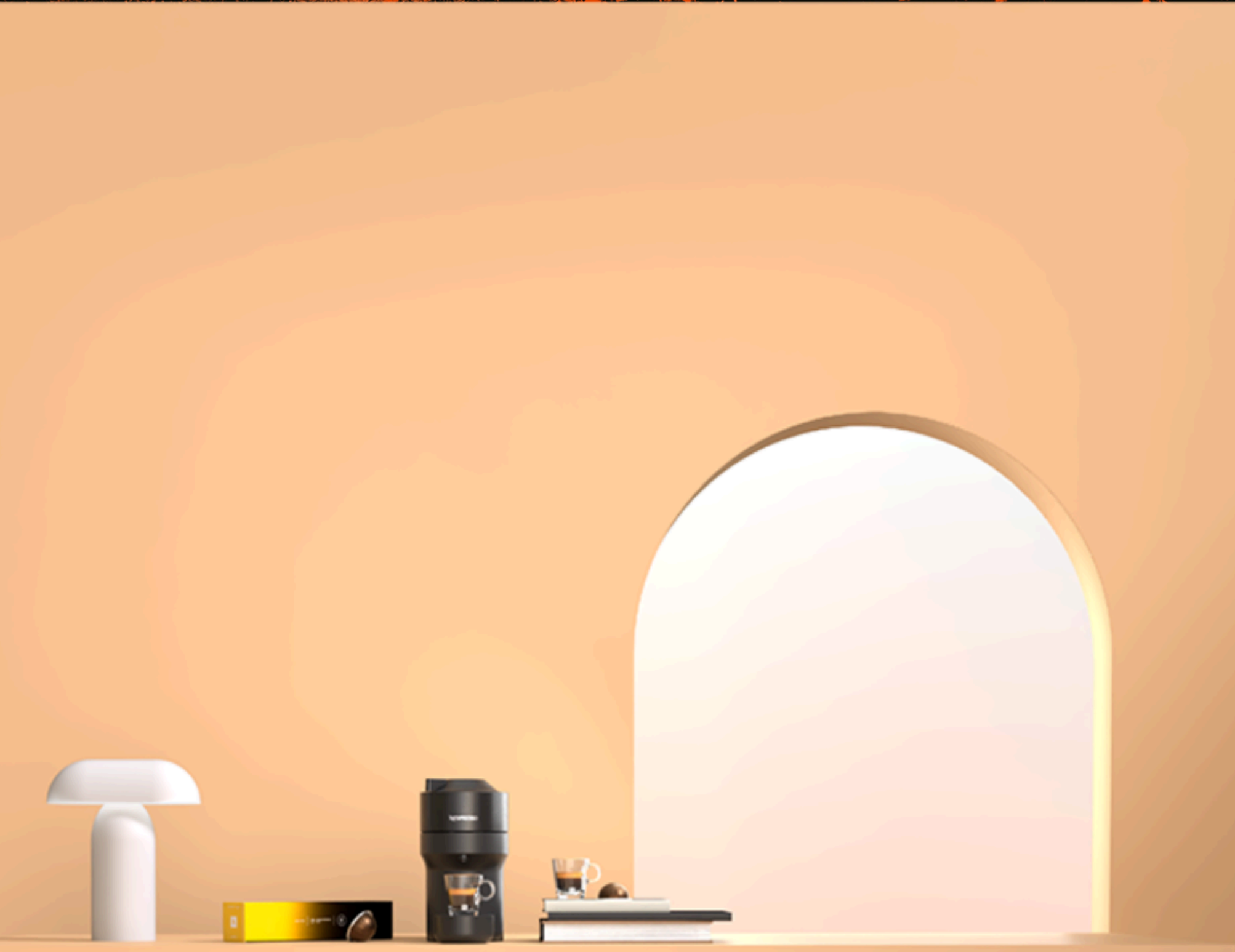

FROM CONCEPT TO CAPABILITY

How Trident and Nestlé turned next-generation CGI into a working model for real-time brand storytelling.

Exclusive download

INSIDE NESTLÉ × TRIDENT'S JOURNEY INTO THE NVIDIA OMNIVERSE

Download this **exclusive piece** to discover how Trident partnered with Nestlé to redefine digital production using NVIDIA Omniverse, from single-source assets to infinite creative possibilities.





TRIDENT

Executive Summary

In a landscape where content velocity often outpaces creative control, Trident and Nestlé have demonstrated what happens when innovation is not an afterthought, but the foundation. Our collaboration inside NVIDIA Omniverse moves beyond incremental improvement, it redefines the very architecture of production.

This article piece unpacks how two industry leaders turned theory into practice, innovation into capability, and complexity into clarity, setting a new benchmark for how brands create, scale, and tell their stories in the digital age.

Overview

When Nestlé and Trident entered NVIDIA Omniverse, it wasn't an experiment in technology, it was a test of what happens when creative ambition meets computational power.

What began as a proof of concept for Nespresso evolved into a working model of the future, where digital assets don't just serve campaigns, they drive entire ecosystems of content, collaboration, and control.

Across industries, this work surfaces three transformational outcomes

Unified Asset Ecosystems

A single digital master now fuels every output, e-commerce imagery, marketing visuals, animation — ensuring precision, consistency, and scale without duplication.

Real-Time Global Collaboration

With Omniverse-enabled workflows, teams across continents can iterate, render, and approve simultaneously, collapsing traditional timelines and accelerating market delivery.

Creative Autonomy Through Technology

The introduction of intuitive configurators allows non-CGI specialists to adjust visuals on demand, a breakthrough that merges accessibility with excellence.

FROM CONCEPT TO CAPABILITY: INSIDE NESTLÉ AND TRIDENT'S JOURNEY INTO THE NVIDIA OMNIVERSE.

This is what happens when forward thinking meets real-time innovation.

EXPLORING HOW CUTTING-EDGE CGI WORKFLOWS ARE RESHAPING DIGITAL PRODUCTION FOR GLOBAL BRANDS

Over the past few months, Trident's R&D team partnered with Nestlé to explore the capabilities of NVIDIA Omniverse, a next-generation platform reshaping how brands create and collaborate. What began as a proof of concept evolved into a powerful demonstration of what happens when forward-thinking meets real-time innovation.





WHY NESPRESSO?

Nestlé selected its iconic Nespresso coffee machines as the focal point for this initiative, a high-complexity product line that intersects luxury consumer electronics and premium packaging.

This wasn't just about creating better visuals.
It was a strategic stress test: could NVIDIA Omniverse deliver at the scale, fidelity, and creative flexibility demanded by global FMCG leaders?

If it worked for Nespresso, it would work anywhere.

One Asset. Infinite Possibilities.

From a single high-spec digital model, we deployed across multiple outputs:

- E-commerce imagery
- Marketing campaign visuals
- Animated content

All of it delivered in Nestlé's brand aesthetic, creating a seamless brand experience without visual dilution. It was a full brand takeover that allowed Nestlé to see the future of their own creative workflows, today.

TURNING ASSETS INTO ACTION

Leveraging NVIDIA's Omniverse's capabilities, Trident's team transformed Nestlé's existing master assets into USD (Universal Scene Description) format, aligning them with new technical specifications across the business.

But we didn't stop at conversion.
In many cases, the asset quality and functional adaptability were significantly enhanced.

With real-time rendering and live collaborative sessions, stakeholders across the globe could review, iterate, and approve in parallel, reducing bottlenecks and unlocking a more agile production model.

CONFIGURATORS: CREATIVITY WITHOUT THE COMPLEXITY

Perhaps one of the most exciting breakthroughs was the development of intuitive scene configurators. These tools allow internal Nestlé teams, regardless of CGI expertise, to manipulate lighting, colourways, product variants, and more. It's self-service creative brought to life.

Production time goes down. Brand control and creative confidence go up.



> *This wasn't just a successful delivery.*
> *It was proof of concept, and proof of capability.*





WHY IT MATTERS

This wasn't just a successful delivery.
It was proof of concept, and proof of capability.

Trident is ready to lead in the next generation of digital production. We're not just a packaging and premedia partner. We're technology collaborators helping global brands like Nestlé reimagine what's possible.

As more clients move toward real-time workflows and explore digital twins, Trident is already walking the talk, turning theory into working, scalable execution.

LET'S TALK ABOUT THE FUTURE OF CGI IN BRAND STORYTELLING

Whether you're imagining what could be or making it happen, we're ready when you are.

TRIDENT