

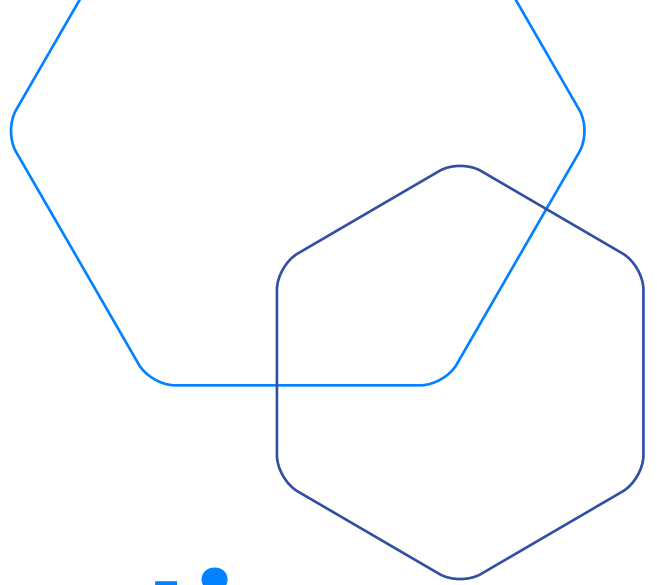
# A strategic opportunity for professional 3D hardware retailers



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# Executive summary

Industrial manufacturing, engineering design, and quality control are undergoing a profound digital transformation. At the center of this shift is high-precision 3D digitization: the ability to capture real-world objects as accurate digital models that can be inspected, modified, or reproduced.

The global 3D scanning market reflects this transformation. Valued at approximately **\$4.28 billion in 2024**, the market is projected to reach **\$7.51 billion by 2030**, representing a compound annual growth rate of about **10.1%**.

North America currently leads the market, accounting for roughly **32 - 40% of global adoption**, largely driven by the United States. This dominance is fueled by strong demand from aerospace, automotive, and advanced manufacturing industries that require precise measurement and inspection technologies.

Several trends are accelerating demand for professional 3D scanning solutions:

- The rise of lightweight electric vehicle platforms, which require precise validation of complex geometries
- The growing adoption of additive manufacturing workflows in aerospace and engineering
- Increasing use of digital twins for predictive maintenance in industrial environments
- Advances in LiDAR and digital inspection technologies

For specialized hardware retailers, these developments present a major opportunity. However, the market is also becoming increasingly polarized. Low-cost consumer scanners offer little profit margin, while high-end metrology systems involve long enterprise sales cycles and capital budgets that can exceed \$100,000.

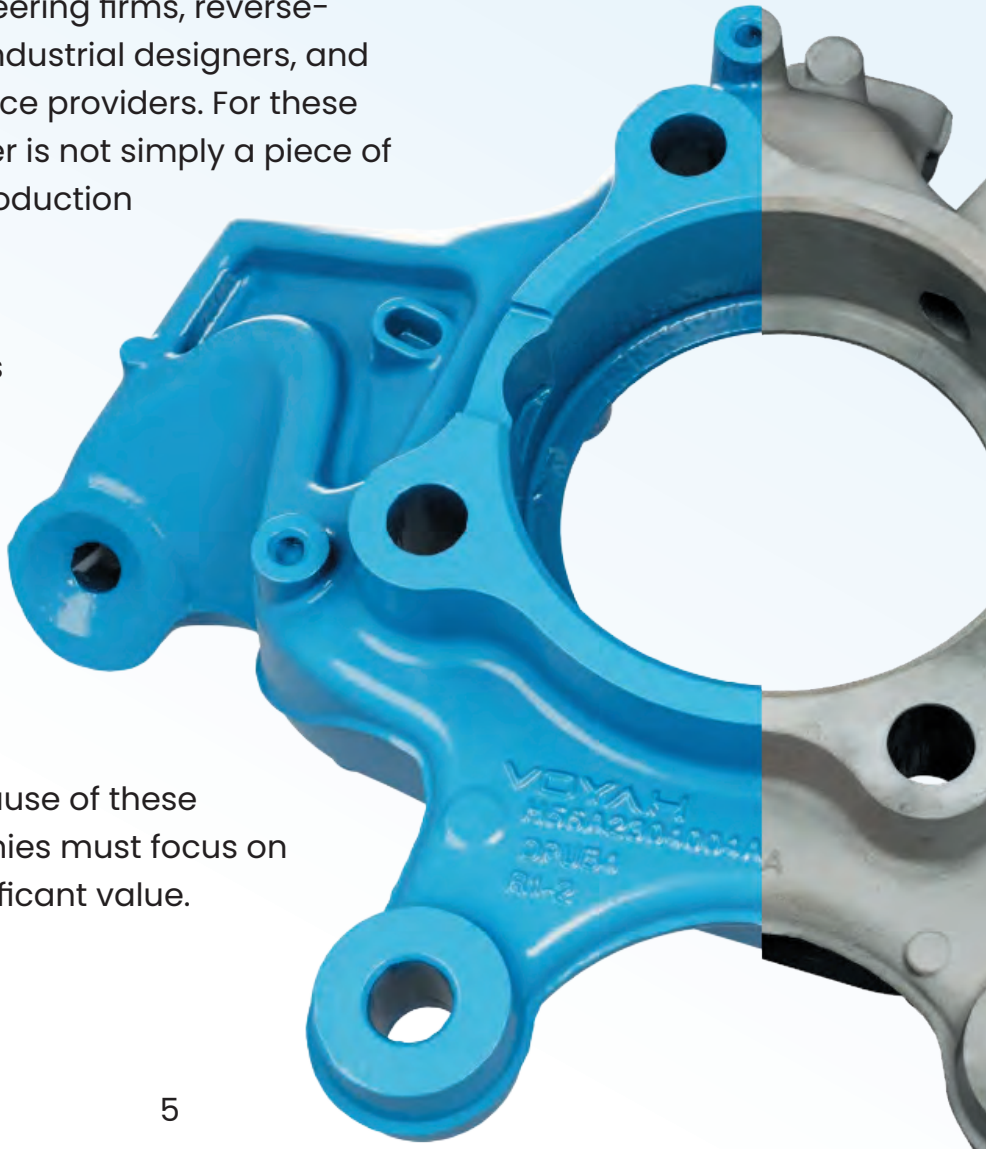
Between these extremes lies a rapidly expanding professional segment: engineers, designers, technical service providers, and small manufacturing firms that need accurate scanning tools but cannot justify enterprise-level investments.

**3DeVOK was created to serve this segment.** Developed by industrial metrology manufacturer Scantech, the brand brings professional scanning technology to a retail-friendly price range. This combination allows retailers to offer high-performance solutions that deliver strong margins while meeting the needs of professional customers.

# The economics of professional 3D scanning

Understanding the value of professional scanning hardware requires examining the economics of businesses that depend on these tools. Typical customers include engineering firms, reverse-engineering specialists, industrial designers, and dedicated scanning service providers. For these organizations, the scanner is not simply a piece of equipment, it is a core production tool.

Launching a professional scanning service requires substantial capital investment. Businesses must acquire scanning hardware, powerful workstations capable of processing large point clouds, and specialized modeling or inspection software. Because of these costs, successful companies must focus on projects that deliver significant value.



Many firms begin with simple services such as basic 2D CAD drafting. Over time, however, the most profitable organizations transition toward higher-value deliverables, including:

- Reverse engineering
- Dimensional inspection
- Digital archiving
- Full 3D modeling workflows

These services command higher billing rates, but they also require highly reliable scan data. If the initial scan lacks precision, the entire downstream workflow becomes compromised. For this reason, professionals depend on scanning equipment capable of producing consistent, high-quality data.



# The retail "sweet spot"

Retailers operating in the professional hardware sector must also consider their own financial structure. Customer acquisition costs in specialized B2B technology markets can be substantial, often reaching **\$1,500 per converted client**.

When retailers focus primarily on entry-level scanners priced between \$500 and \$1,000, the gross margin generated per sale is often too small to offset these acquisition costs. This forces companies into high-volume online sales models that rely heavily on automation and minimal customer support.

At the opposite end of the spectrum are industrial metrology systems costing tens or even hundreds of thousands of dollars. These solutions offer exceptional performance but typically require long consultative sales cycles and complex demonstrations.

The most sustainable strategy for specialized retailers lies in the middle of the market. Hardware priced between approximately **\$2,000 and \$8,000** provides sufficient margin to support marketing and sales efforts while remaining affordable for small and medium-sized businesses or schools, who often have school budgets of around \$10,000.

This mid-tier segment allows retailers to maintain healthy profitability while enabling professional customers to purchase advanced scanning tools without the financial burden of enterprise-level systems.

**3DeVOK was designed specifically for this professional sweet spot.**

# The competitive landscape

The current 3D scanning market contains several distinct types of manufacturers. Each group targets different customers and price segments, creating a diverse but fragmented landscape.

## Broad-spectrum manufacturers

Some companies offer extremely large product portfolios covering nearly every market segment. These catalogs often include entry-level hobbyist scanners, professional design tools, and high-end industrial metrology systems.

**Prices typically range from around \$750 to more than \$60,000.**

While this approach ensures that almost every application is addressed, it can create challenges for specialized retailers. Large product catalogs increase inventory complexity and require sales teams to guide customers through numerous similar options. In many cases, too many choices can slow the purchasing process and create confusion.



# Consumer volume manufacturers

Another category focuses on high-volume consumer sales. These brands have successfully democratized technologies such as 3D printing and have applied a similar strategy to 3D scanning.

**Devices in this category typically cost between \$750 and \$1,800.**

Although these scanners can be attractive to hobbyists and entry-level users, they often present difficult economics for specialized retailers. The intense price competition on major e-commerce platforms compresses margins, while customers at this price level frequently require extensive technical support.

As a result, selling large volumes of consumer scanners rarely produces sustainable profitability for professional resellers.



# Standalone innovation manufacturers

A third group of companies has gained attention by introducing unique hardware designs that emphasize portability and independence from external computers. Some of these scanners incorporate integrated touchscreens that allow users to capture and process scans directly on the device.

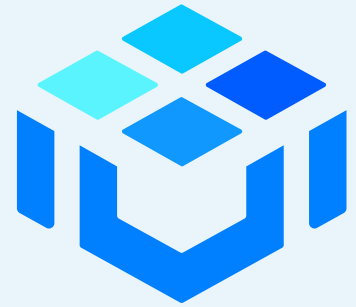
**These systems typically range from \$1,000 to \$2,500.**

While their portability is appealing, many rely heavily on infrared structured-light technology. Structured light performs well in controlled environments but can struggle with difficult surfaces such as dark metals, reflective materials, or translucent objects. In many cases, operators must apply scanning sprays to obtain accurate results.

Support infrastructure can also vary significantly between manufacturers in this category, creating potential challenges for retailers when customers require technical assistance.



# Scantech: the industrial foundation



To fully understand the positioning of 3DeVOK, it is necessary to examine its parent company. **Scantech** is an established manufacturer of industrial metrology equipment used in demanding engineering environments across more than seventy countries.

Scantech systems are widely used in industries such as aerospace, automotive manufacturing, heavy industry, and maritime engineering. The company focuses on sub-millimeter precision and advanced optical measurement technologies.

One of Scantech's defining characteristics is its commitment to verified measurement accuracy. The company operates a large accuracy laboratory accredited by the **China National Accreditation Service (CNAS)**. Within this facility, scanners are validated under tightly controlled environmental conditions to minimize vibration and thermal interference.

Although Scantech's flagship systems are typically sold through enterprise-level sales processes, the company recognized the growing need for professional scanners that could be distributed through retail channels. This insight led to the creation of **3DeVOK**.



# Introducing 3DeVOK

3DeVOK was developed to address a significant gap in the market. Many professionals outgrow entry-level scanners relatively quickly, but the cost of full industrial metrology systems remains prohibitive for smaller organizations.

By leveraging Scantech's engineering expertise, manufacturing capabilities, and proprietary algorithms, 3DeVOK delivers professional-grade scanning performance at accessible price points.

The product range, typically priced between **\$2,000 and \$7,000**, appeals to a wide range of professional users, including independent engineers, design studios, medical professionals, digital content creators, and educational institutions.

For retailers, this pricing structure creates a compelling opportunity: professional hardware with strong margins that remains affordable enough for rapid purchasing decisions.

# The 3DeVOK product line

Unlike some competitors that offer dozens of overlapping models, 3DeVOK maintains a deliberately streamlined hardware portfolio. This simplified approach reduces inventory complexity and makes it easier for retailers to communicate product positioning.

The lineup currently includes two scanners and one optional accessory:

- **3DeVOK MT** – Professional tri-light scanner
- **3DeVOK MQ** – High-detail color scanner
- **Airgo** wireless handle

This focused product strategy allows retailers to cover the majority of professional applications without maintaining a large inventory of similar devices.



# 3DeVOK MT

## Professional tri-light scanner

The **3DeVOK MT** is positioned as the flagship professional scanner within the lineup. Designed for demanding engineering applications, it is particularly well suited for reverse engineering, industrial inspection, and automotive measurement tasks. With curriculums evolving to prepare students for these professional fields, resellers can also find customers for the MT at universities and other educational institutions.

Retailing at approximately **\$6,299**, the MT delivers performance that typically competes with much more expensive systems.

The scanner's defining feature is its **three-light-source architecture**, which combines multiple scanning technologies within a single compact device weighing just 1.41 pounds.

The system incorporates:

- **34 blue laser lines** for extremely detailed surface capture
- **22 infrared laser lines** for scanning large objects efficiently
- **An infrared speckle structured-light system** for organic shapes and textured surfaces

This multi-mode design allows the MT to adapt to a wide range of scanning scenarios. Blue laser technology captures fine surface detail with high precision, while infrared laser lines expand the field of view and accelerate scanning of larger objects.

The scanner can capture **up to 4.5 million points per second**, allowing operators to digitize complex components in significantly less time than many competing systems.

Another advantage is its ability to scan challenging surfaces such as dark metals, reflective materials, and painted automotive components with minimal preparation. In many situations, scanning sprays can be avoided entirely, which saves time and prevents contamination of sensitive parts.



# 3DeVOK MQ

## High-detail color scanner

The **3DeVOK MQ** serves as the entry point to the professional 3DeVOK ecosystem. Priced at approximately **\$2,199**, it offers a powerful combination of geometric accuracy and high-quality color capture.

This scanner is particularly suited to applications where visual fidelity is important, including cultural heritage preservation, medical modeling, digital archiving, and AR/VR content creation. Thanks to its lower price point, the MQ can also be a good fit for makerspaces and advanced high schools, introducing young people to a new creative and engineering field.

The MQ integrates a **22-line infrared laser scanning system** with an infrared speckle structured-light projector and a three-camera color capture system. Together, these components allow the device to capture detailed geometry while simultaneously recording **24-bit full-color textures**.

Despite its compact design, the MQ achieves a resolution of **up to 0.1 mm**, placing it well above typical consumer scanning solutions.

Another advantage is its ability to operate in varied lighting conditions. Because the system relies on active infrared laser projection rather than purely passive structured light, it remains stable even in environments with strong ambient light.



# Airgo wireless handle

The **Airgo wireless handle**, priced at approximately **\$499**, is an optional accessory that transforms both 3DeVOK scanners into fully wireless scanning systems.

Attached directly to the 3D scanner, the Airgo handle provides power through a dual-battery system while enabling wireless connectivity. This allows operators to scan large objects without being tethered to a workstation.

Wireless operation can be particularly valuable when scanning:

- Large vehicles or industrial machinery
- Architectural structures
- Cultural heritage sites
- Outdoor environments

For retailers, the Airgo accessory also represents a natural upsell opportunity that increases the overall value of each transaction.



# Software advantage: 3DeVOK Studio

Scanning hardware is only one component of the workflow. The transformation of raw point-cloud data into usable digital models takes place within specialized software.

3DeVOK scanners are supported by **3DeVOK Studio**, a proprietary software platform included for free with the hardware. The software focuses on usability, workflow efficiency, and stability; areas where many scanning solutions struggle.

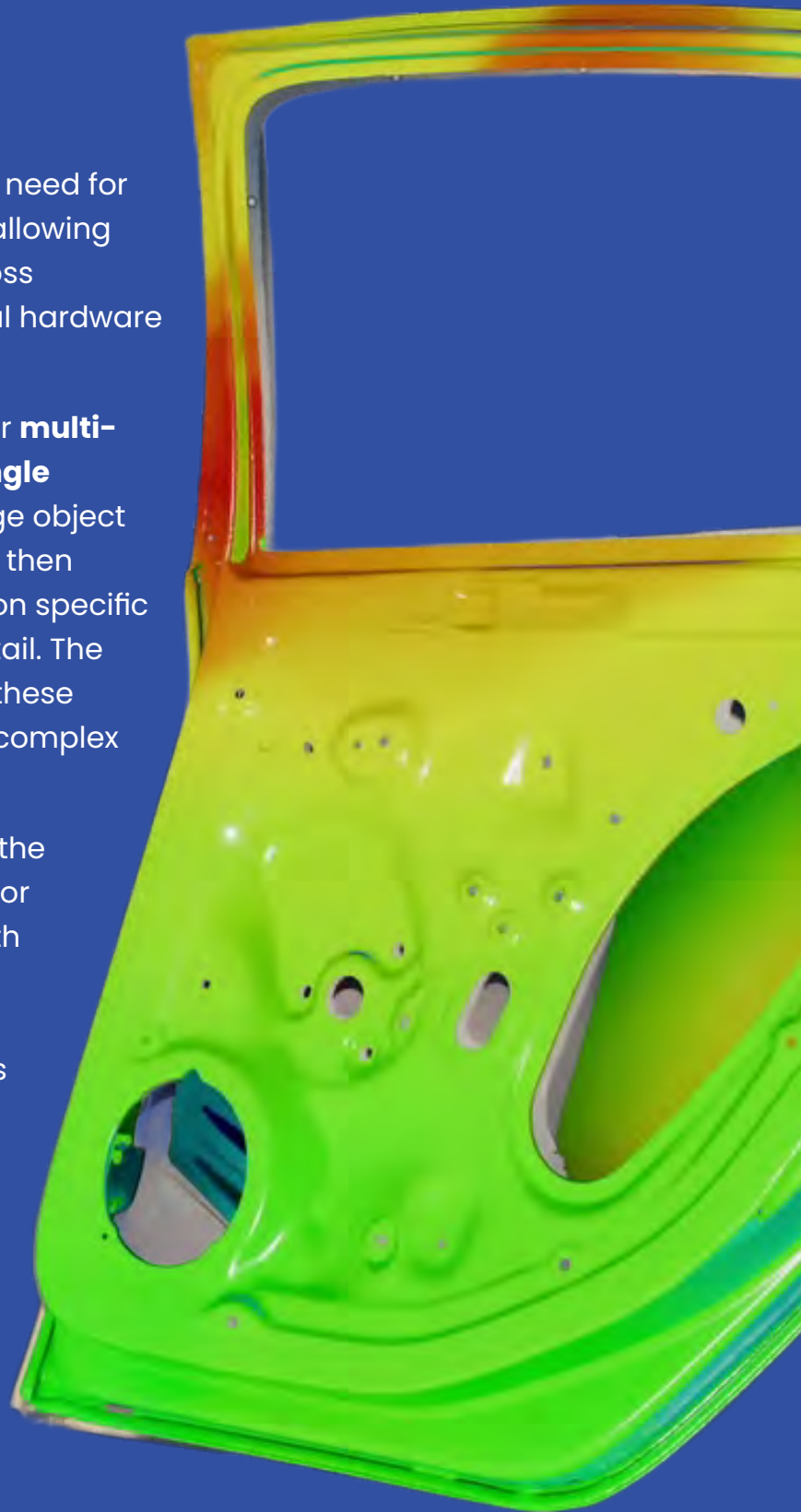
One particularly useful feature is the **frame-by-frame undo system**. In many scanning applications, losing tracking forces users to restart the entire scan. 3DeVOK Studio instead allows operators to remove only the problematic frames and continue scanning without starting over.



The software also eliminates the need for traditional USB license dongles, allowing users to install the program across multiple devices without physical hardware restrictions.

Another strength is its support for **multi-resolution scanning within a single project**. Users can capture a large object quickly at a lower resolution and then focus high-resolution scanning on specific areas that require additional detail. The software automatically merges these datasets, reducing the need for complex post-processing.

To assist users during scanning, the software overlays a dynamic color map on the live model. Areas with insufficient data appear in red, while fully captured regions turn green. This visual feedback helps operators identify gaps and ensures that final models are complete and accurate.



# Why retailers choose 3DeVOK

Integrating 3DeVOK into a product lineup can significantly strengthen a retailer's position in the professional 3D hardware market.

First, the pricing structure allows retailers to capture healthy margins within the critical \$2,000–\$7,000 segment. Hardware at this price point generates enough revenue per sale to offset marketing costs while remaining affordable for small and medium-sized professional users.

Second, the ecosystem creates opportunities for additional revenue beyond the initial scanner purchase. Accessories such as the Airgo wireless handle and consumables such as reflective markers can be sold alongside the hardware. In addition, the scanning workflow often leads customers toward third-party reverse-engineering software, creating further cross-selling opportunities.

Third, the intuitive design of 3DeVOK Studio reduces the support burden typically associated with scanning hardware. Because the software is easier to use and more forgiving of tracking errors, customers are less likely to abandon projects or return equipment due to frustration.

Finally, the brand benefits from the credibility of Scantech's industrial metrology heritage. Retailers can confidently present 3DeVOK as professional measurement technology derived from systems already used in demanding engineering environments.

# North American support infrastructure

Strong after-sales support is essential for professional hardware products. Recognizing this, 3DeVOK has established a regional support infrastructure designed to assist both retailers and end users.

Operations in the Americas are managed through a facility in Houston, Texas, which provides localized logistics, warranty support, and technical assistance. This regional presence ensures faster response times and eliminates many of the delays associated with international shipping or time zone differences.

Technical inquiries receive responses within **1 business day**, and all scanners are protected by a one-year hardware warranty covering manufacturing defects and replacement parts.

The company also continues to improve its software platform, releasing **one to two major software updates each year** to enhance functionality and extend the useful lifespan of the hardware.

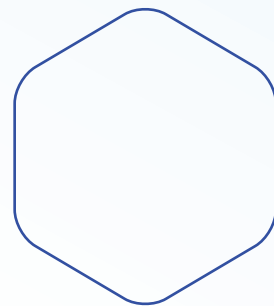
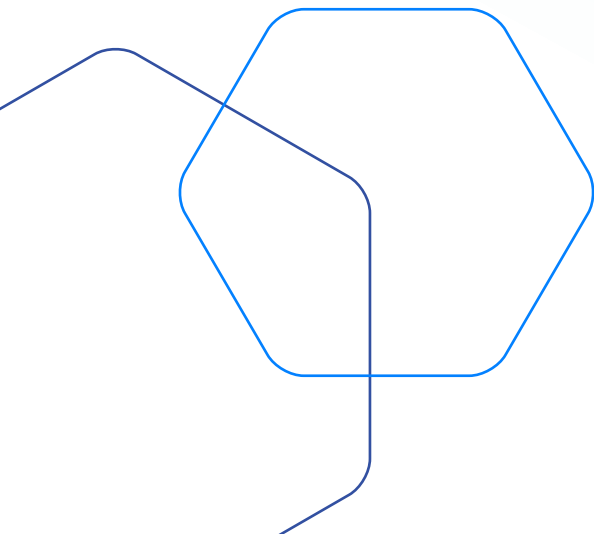


# Building a curated retail network

Unlike consumer brands that prioritize mass distribution, 3DeVOK focuses on building a curated network of professional retail partners. This approach helps maintain consistent pricing and protects reseller margins.

Potential partners are selected based on several criteria, including technical expertise, experience selling professional 3D hardware, and strong online sales capabilities.

**By maintaining a selective distribution strategy, 3DeVOK ensures that retailers can operate within a stable and profitable ecosystem rather than competing in destructive price wars.**



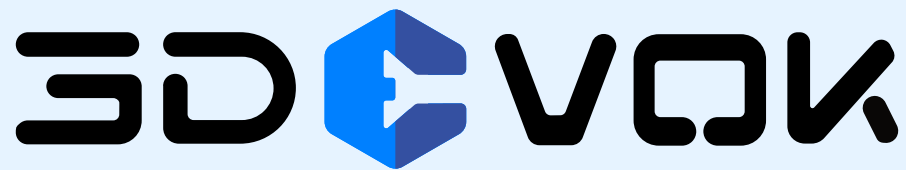
# Conclusion

The global 3D scanning market is entering a new phase of maturity. Early adoption driven by hobbyists and experimental users is gradually giving way to sustained demand from professional industries that depend on accurate digital measurement.

Retailers that continue to rely solely on low-cost consumer scanners risk becoming trapped in a low-margin segment of the market. At the same time, enterprise metrology systems remain inaccessible to many customers due to their high cost and complex sales processes.

3DeVOK bridges this gap. By combining the engineering expertise of Scantech with retail-friendly pricing and user-focused software, the brand provides professional scanning capabilities in a range that is accessible to small and medium-sized organizations. The 3DeVOK MT can scan objects within minutes during a live demo, creating an immediate “wow” moment that dramatically increases close rates.

For specialized retailers seeking to expand into higher-margin professional hardware while serving a rapidly growing customer segment, **3DeVOK represents a compelling and strategically valuable addition to their product portfolio.**



3DeVOK is a brand under SCANTECH 3D, specializing in 3D digital applications beyond the industrial sector. Covering areas such as reverse engineering, cultural heritage, and medical fields, 3DeVOK empowers users to unlock the full potential of 3D tools, driving innovation and efficiency.

SCANTECH is a global leader in 3D vision digital solutions focusing on industrial 3D inspection applications. With high-precision, portable, and intelligent products SCANTECH serves industries such as aerospace, automotive manufacturing, and engineering machinery.

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