

3D Modeling is Replacing Photography

Should You be Using this Revolutionary Technology to Save Time and Money?



Are you spending too much time and money on the creation of images for your online and hard-copy merchandising? Are you aware that traditional studio photography is a 150 year old technology that might be past its prime?

Shrewd companies have started to recognize the cost, time, quality and reusability benefits of 3D modeling. Shouldn't you spend a little time to learn how you can implement your own digital transformation and create better images in less time at a lower cost and with greater reusability than is provided by the outdated process of studio photography?

Affordable | Fast | Reusable

- ✓ **Budget Friendly** - Costs start at around \$50 per image
- ✓ **Faster Turnaround** - Most jobs can be completed in 2-3 days with no lead time
- ✓ **Greater Flexibility** - Easy modifications to viewing angle, lighting, product combinations and more
- ✓ **Multiple Options** - Silo shots, lifestyle images, spinners, videos and configurators can be created from one 3D model
- ✓ **Test Marketing** - Produce images for test marketing without incurring the time and cost to build product prototypes

CGI Furniture is one of the world's leading providers of 3D modeling and rendering services, with over 10 years of experience and more than 400 highly trained professional 3D artists.

Drop us a line if you are interested in learning how 3D modeling works or discovering the full set of benefits it provides. We'll provide complimentary training and free sample merchandising images for one of your products.

The only way you'll be able to distinguish our images from studio photographs is by the cost and time savings!



Some of our Satisfied Clients

KRAMER
DESIGN

MIGHTY BRIGHT.

DOREL
Living

closet world

BDI

sklar
FURNISHINGS

Trueform
concrete

HILTI

SIEMENS
Ingenuity for life

SMALLBONE
ST. DEVIZES

URBAN IRONCRAFT
designer quality craftsmanship

dhp
furniture

BISLEY

renewed materials inc.

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 **IHFRA**
INTERNATIONAL HOME FURNISHINGS REPRESENTATIVES ASSOCIATION

CGI Furniture is a proud member of IHFRA

Traditional Photography vs. 3D Modeling

See How 3D Modeling Beats Traditional Studio Photography in Terms of Time and Money



Family Set
Design Concept



Traditional Studio Photography



5 Days
\$1000
Manufacture
a Sample



3 Days
\$200
Ship to Studio



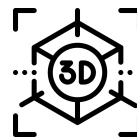
2 Days
\$1000
Photoshoot



4 Days
\$400
Retouch

Total: 14 Days, \$2600

3D Modeling & Rendering



2 Days
\$400
Modeling &
Texturing



½ Day
\$40
Setting Scene



½ Day
\$80
Render Image

Total: 3 Days, \$520

Modifications require repeating the shipment, photoshoot and touch up work for a total of **9 days** and **\$1600** for each new image.

Modifications can include:

- Camera Angle
- Product Color/Fabric
- Lighting
- Accessories

Modifications require repeating the rendering work for a total of **½ day** and **\$80** for each new image.

Modifications can include:

- Camera Angle
- Product Color/Fabric
- Lighting
- Accessories
- Spinners
- Videos
- Lifestyle settings
- Configurators

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