Commercial CGI & Product Rendering Guide

for Marketing Directors

The online marketplace is more competitive than ever. With countless brands vying for attention, standing out requires more than just attractive offers or great products. Today's consumers demand engaging, high-quality visuals, seamless shopping experiences, and compelling stories. For product manufacturers, having a strong online presence is no longer optional — it's essential.

So, how can a manufacturer thrive online and leave a lasting impression? Success starts with careful planning and answering these key questions:

- Which platforms are the most effective for reaching your target audience?
- What makes your brand or product stand out?
- Where can you find fresh, engaging visuals to captivate potential customers?
- How can you get these visuals within budget?

While the answers to the first two questions may vary, we have the solution for the third and fourth: product 3D rendering.

Thank you for downloading the guide!

CG rendering or CGI is an effort-, time- and budget-saving alternative to product photography. CGI provides companies with high-class visual materials for every purpose — advertising, product pages, Amazon and Shopify, configurators, etc. And that without photoshoots or transporting products to the studio. In fact, manufacturers don't even need to have physical products.

Moreover, CG rendering produces materials that are **photorealistic** and **look like 1 000 000 bucks**. And can be **reusable**! Which will help save even more time and money in the next marketing campaigns.

Sounds too good to be true? Yet this is an understatement of what product rendering services can do. Let's get to the bottom of this phenomenon and see how you can benefit from it!

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What Is 3D Product Rendering?

Product 3D rendering, also known as **product 3D visualization**, is a process of generating photorealistic or non-photorealistic images with 3D model/3D models using specialized software. The resulting product is called a **3D render**.

The main benefit of 3D rendering is that it helps envision the product long before it has been created. And that — in color variations, at different angles, in any number and types of environments, isolated or in a group of objects, in front, side, top, closeup, and cross-section views! This way, marketers can get their ads earlier, manufacturers can see exactly what the product looks like, and brands can easily test the market by pre-selling.

How Are 3D Renders Made?

The 3D rendering process consists of several stages that include both technical and creative aspects. The main steps are:

1. **Modeling** — the process of creating a digital representation of an object in three dimensions using 3D modeling software. The resulting product is called a 3D model.
2. **Texturing** — application of CG textures to 3D objects.
3. **Lighting** — arranging light sources and building a lighting scheme.
4. **Camera setting** — the process of setting camera views.
5. **CG Rendering** — the process of converting 3D models and scenes into 2D images using computer software.
6. **Post-production** — editing the rendering and adding visual effects to it using image editing programs, most commonly Adobe Photoshop.

You can find a description of the entire 3D rendering workflow in the overview of our **chair 3D rendering** project.

Who Uses 3D Product Rendering?

CGI has become indispensable in many industries and continues to expand into new areas. A complete list would make a guide of its own, so let's focus on the categories that use product rendering the most. There are 5 of them:

- **product manufacturers** use CGI all throughout the project, starting with concept development and ending with marketing materials production. We'll learn more about each usage type in the next paragraph.

- **e-commerce platforms** extensively use CGI too. Some require 3D models from vendors in order to create 3D renders for them or to showcase the product in AR.

- **retail companies** choose CGI because of the reusability of assets, the possibility to get large batches of imagery fast and without any transportations, and the possibility to work with AR and VR.

- **entrepreneurs** use 3D modeling and rendering to get their products to the market quickly. With CGI, they can get top-class silos, lifestyles, and promo videos while the product is being shipped or even manufactured. And this way, launch the site and advertising campaign while collecting the funds through crowdfunding.

- **marketing agencies** value 3D rendering for 2 main reasons. First, they gain time by getting visuals before the product is manufactured. Second, marketing agencies opt for CGI because of unlimited creative opportunities. For it allows 3D artists to show the product from any angle and in any environment.

What Is Product Rendering Used for?

There are a few ways to use 3D rendering for different marketing goals:

- **Product development process**. CG images help visualize and approve the final version of a design idea. The photorealism of 3D renders gives them a clear advantage over drawings or sketches.
- **Market testing**. CGI allows for estimating the reaction of the target audience to a product before it's manufactured or launched in order to predict its success or failure on the market. Before, the only way to do this was to produce prototypes.
- **E-commerce websites**. Product 3D rendering is a great source of show-stopping materials for visual merchandising. Online retailers use it to get lifestyles, silos, 3D animations for product pages, websites, as well as imagery for Amazon, Shopify, Etsy, eBay, etc.
- **Advertising**. Photoreal 3D visualization provides imagery for digital and outdoor advertising, photoshoot-free. This way, CGI allows for implementing any concept and doesn't require complex stage construction. And that for any concept and format, from online banners to billboard ads.
- **Print collateral**. CG renderings look extraordinary in print catalogs, flyers, brochures, in any resolution required. Moreover, as 3D renders can be done even before the prototypes are manufactured, it's possible to get all the collateral materials ready way before the launch.

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Product 3D Rendering vs Photography

To compare these two means of getting marketing imagery, we have to know the details of the processes behind each of them. The easiest way to do this is by analyzing both solutions against criteria that are important for manufacturers and marketers.

Product 3D Rendering vs Photography

1. Time

Organizing a product photoshoot involves hiring photographers, renting studios, and setting up or restyling locations. It also requires creating prototypes and transporting them, adding stress and time. A single traffic jam can delay the entire process.

With 3D rendering, it's much simpler. Just fill out a brief, review intermediate results, and receive a marketing-ready image. Everything — scene construction, product modeling, lighting, and decor — is done digitally. Multiple 3D models and renders can be produced simultaneously, speeding up production without the effort and cost of traditional photography.

2. Cost

A photoshoot involves costs for photographers, studios, set construction, prototypes, and transportation. The more complex the concept, the higher the budget.

With CGI, manufacturers only pay for 3D artists' working hours, and some studios offer free corrections. CGIFurniture, for example, provides three free correction rounds if work volume stays within 60% of the project. To cut costs further, we suggest ways to get **product renders on a budget**.

Product 3D Rendering vs Photography

3. Flexibility

4. Creativity

Photos can be enhanced with color correction, filters, and effects, but any changes to product design or overall concept after a photoshoot would require starting all over again.

CGI, however, allows edits at any stage. Marketers can request updates during creation or after delivery of renderings. If the product design changes, the 3D model can be adjusted, and scene elements like wall color or decor can be modified as needed.
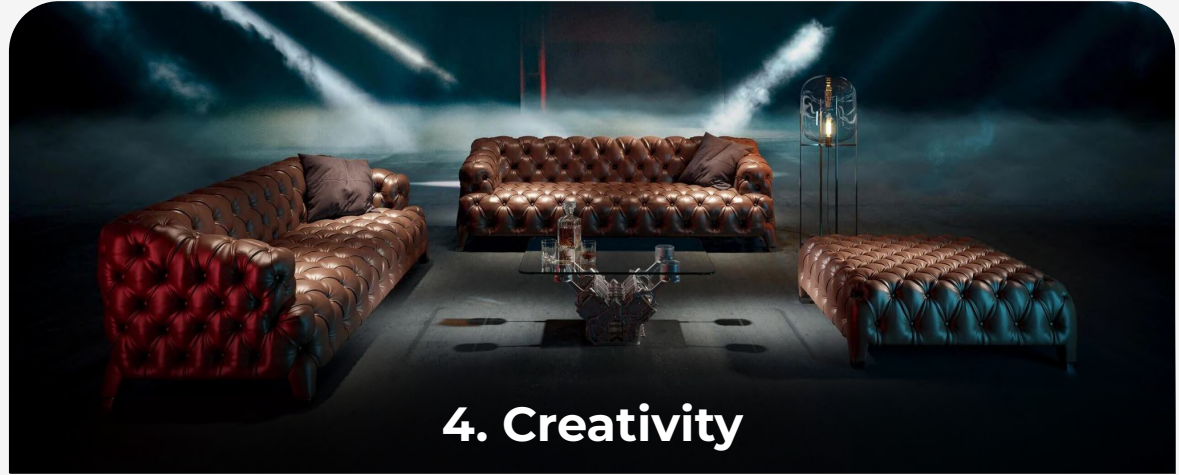
Photoshoots are limited by budget, often restricting creative freedom.

CGI, however, removes these constraints. Any location, decor, or lighting can be recreated in photoreal quality at any resolution — without transportation costs.

As you can see, 3D rendering has four key advantages over photography. It enables faster execution, eliminating the need to build and style physical sets. It's also more cost-effective since there are no studio rentals, prototyping, or logistics expenses — just the work of 3D artists. CGI offers greater editing flexibility, allowing not only color adjustments and effects but also direct product and scene modifications. Finally, CGI unleashes creativity, with imagination as the only limit.

CHAPTER

CGI Services Types

Depending on the needs of a specific marketing campaign, brands opt for different CG solutions:

1. Product 3D modeling;
2. Still rendering;
3. Interactive rendering.

To understand which one to choose, let's examine each type closely.

5 Top 3d modeling services for furniture business

CGIFURNITURE

1) Product 3D Modeling

Product CG modeling is the creation of a photorealistic three-dimensional model of a product using 3D modeling software. CG artists build it from scratch or on the basis of a CAD model. You can learn more about **product design 3D modeling** in a detailed project overview.

There are several types of 3D modeling services, each serving different purposes:

Low-poly 3D modeling is the creation of three-dimensional models of objects that are true-to-life AND lightweight. Which is why low-poly 3D models are used for games and interactive online tools like AR apps and 3D configurators.

High-poly 3D modeling is the process of creating super-highly detailed three-dimensional representations of objects, or high-poly 3D models. Such 3D models are heavier and are used for photoreal marketing materials, such as product CG images, product 3D animation, 360-degree spins.

CAD modeling is the creation of models for 3D printing and rapid prototyping. It allows manufacturing a scale model of a product or its details super fast and with high precision. You can learn more in our article about **3D product prototyping** and how it has changed the furniture industry.

3D retopology is the process of optimizing the surface of a 3D model that makes it lighter in weight and keeps the level of detail. Manufacturers need retopology in 3 cases: when the 3D model is to be created based on a 3D scan, based on a CAD file, and when there's a need to convert a high-poly 3D model into a low-poly one. You can find more information in our article about the use of **3Ds Max retopology for furniture visualization**.

The Complexity of 3D Modeling

A 3D modeling project workflow depends on the product design. The more details an item has, and the more intricate these details are, the more complex the 3D model is to create. There are 4 levels of **complexity for furniture 3D models**:

1. Simple modeling stands for the creation of 3D models for products that don't have difficult geometry and lots of details like curves, stitching, piping, etc. To illustrate, these may be wooden or metal chairs, credenzas, benches, tables, etc.

2. Medium modeling is the creation of furniture 3D objects with somewhat more complex geometry. The items may have a certain amount of decorative elements, reserved fittings, and textures — like tufted ottomans, reclining loungers, contemporary chaise lounges.

3. Complex modeling is the process of creating 3D models for furniture with high-end materials, such as leather and silk, and intricate details, like curves, piping, stitching, knots, etc. Typical examples of such objects are Chesterfield sofas and various armchair models.

4. Highly complex modeling is building 3D models of the highest difficulty. This is usually the case with custom furniture that has carvings, weaving, forging, and complex materials.

Corner View (3/4 Angle) — Front View — Side View — Back View — Close-Up — Feature Callout

Component View — Hero Shot — Top View — Size & Proportion — Product Set

2) Still Rendering Solutions

A still render is a static image that a 3D artist creates by building a digital scene and putting a product 3D model in it. The result looks like a photo and is used for marketing and sales materials, both print and digital. Let's examine the two main types of still renders that marketers use.

1. CG Renders with a White Background

A white background render, also known as silo render, shows the product against the white backdrop and with no other items in the scene. This way, all focus is on the centerpiece. Here you can see 13 main **types of silo renders** to choose from.

2. Lifestyle 3D Renders

A lifestyle or roomset 3D render is a computer-generated image showing the product in a certain setting, like a room interior or an outdoor scene. Its purpose is to show that the centerpiece will look amazing in real life, fit different interior styles and serve multiple purposes if that's the case.

In addition, it's much easier to see the size of the product in a lifestyle than in a silo — for the piece is situated next to other familiar objects. This way, the viewer can understand its dimensions at a glance. You can find out more information and see some examples in our article about product **lifestyle rendering**.

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3) Interactive Rendering

This type of 3D service offers innovative solutions that capture and hold prospects' attention online, encouraging engagement with the product. Here are the most popular types of interactive CGI for forward-thinking brands:

1. Product 3D Animation
Product 3D animation is a computer-generated marketing video offering the same opportunities as traditional videos but without the need for actual shooting. Everything is created digitally, resulting in photorealistic visuals that look like art. Like product rendering, 3D animation requires only a 3D model, not a physical product. Curious to learn more? Check out our detailed chapter on the 3D animation process, business uses, and top agencies.

2. 360° Product View
This 3D solution allows customers to rotate and examine a product from every angle online, making it ideal for e-commerce brands. It enhances the shopping experience, boosts engagement, builds trust, and increases sales. Product 360° views come in 2 types:
360° sequence: Created using 36 images on a monochrome background, "looped" into a carousel mode, allowing the product to be rotated from left to right and back.
Multi-row 3D view: Built with 7 rows of 36 renders each, enabling rotation of the 3D model in all directions — side to side, top to bottom, and at a 45-degree angle.
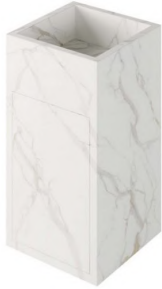Discover the benefits of 360° product views in our **article about their power in e-commerce**.

3) Interactive Rendering

Basin (Test product for basin cofigurator)

Here will be your product description

TEXTURE
Here you can enter texture description

	CALACATTA ORO	£111
CLASSIC STATUARIO	£122
SPANISH BLACK	£133
SAHARA NOIR	£144

TOTAL PRICE
£1,111.00

Copy link for current configuration

1   ADD TO BASKET

VIEW SUMMARY

Types of Product 3D Rendering Services   CGIFURNITURE

Low-poly and high-poly 3D modeling
A 3D version of a product for different digital usages.

Lifestyle 3D visualization
A photorealistic 3D image with a product on a suitable background.

360° product view
An engaging CG tool to examine any item from all angles.

Product 3D animation
An immersive and entertaining video to demonstrate a product in action.

3D configurator
An interactive CG tool to customize products online.

3. Product 3D Configurator
This is a digital tool that helps visitors of e-commerce websites customize products till they get perfect solutions. This way, **people can see the items they liked in different colors, shapes, sizes, materials, and more**. So basically, 3D configurators are aimed at engaging prospects with a product and giving them exactly what they want.

Moreover, with a 3D configurator, users can examine and adjust furniture using an AR app.

It's fun, highly engaging, and most importantly, leads to a more conscious purchase decision. And the latter is key to **minimizing product return rates**!

You can find out more information on the matter in our article about **usages of 3D product configurator**.

To conclude, there are 3 main types of CGI services. First, there's product 3D modeling, which includes low-poly, high-poly, and CAD modeling, as well as 3D retopology. Then, we have still rendering, which includes the creation of white-background CG product images and lifestyle 3D renders. And, last but not least, there's interactive rendering, which includes the production of 3D animations, 360° product views, and 3D product configurators.

Here, you can find an infographic with all the main types of product 3D rendering services.

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Silo 3D Product Rendering

What is a silo product image?

Silo is a type of image in which a product is depicted against a seamless white or neutral background. The main purpose of it is to show a product in the cleanest and simplest way possible. Here are the key features of silo images:

- The entire product is in focus;
- The product is the center of an image;
- The product is depicted from the front or at a 45-degree angle;
- The product is not backlit;
- The image can be of any size;
- The background is usually white;
- No logos or copy are in the image.

Silo 3D Product Rendering

The benefit of a silo image is that the product can be easily cut out and used in various digital and print marketing materials. White is the most popular background as most websites, catalogs, and magazines use white pages. For collages or banners, a transparent background is the best choice.

Types of silo 3D images

A **product silo with a neutral background** depicts the item on a traditional white, off-white, grey or transparent backdrop. All of these shades do not distract customers from the main product but highlight its design instead. On top of that, such neutral backgrounds make it easy to place the image on web product pages, print and online catalog pages, presentations, email newsletters, etc.

Adding **shadows to a silo image** is optional but it certainly helps maintain a realistic look of the product. When it comes to rendering, depicting the item with shadows imitates a real photo shoot in the studio. Since 3D artists recreate realistic lighting, they can also add a natural companion of lighting — shadows.

An **exploded view of a silo image** depicts the components of the product and how they come together. This way viewers can easily understand how it's constructed or assembled. It gives a glimpse into the manufacturing process to prove to customers the quality of items.

A **cutout** or **cutaway view** demonstrates the inner structure of the product. This way, customers can see what it's made of or how it's constructed. This type of render proves the quality of a product by showcasing every detail of its design — inside and outside. It may be a furniture frame or layers of materials, mounts and joints, stitches and seams — 3D artists can recreate all of these digitally without the need to build a prototype as one needs to do for photography.

A **product silo with dimensions** is a classic white-background 3D render with measurements. Manufacturers use them to produce items, and customers can understand the proportions of the product by simply looking at the picture. It is a much faster and easier way to learn basic information about the item than looking for a text description.

5 Benefits of Using Silo Renders for Product Promo

Silo is the main image for product sales, so its quality should be on top. All the colors, textures, and details have to be depicted with maximum clarity, which is exactly what CGI is famous for.

When launching a new piece of furniture, marketers need lots of pictures of an item in all design variations and from different angles. However, a traditional photo shoot for all the models could cost a pretty penny – a company has to make all the prototypes and bring them to the location, rent a studio, and hire a photographer. Using silo 3D renders allows for avoiding all these unnecessary expenses and allocating more money for effective advertising.

Based on our experience as a rendering studio, we outlined the key benefits of silo rendering for an effective product promo:
- showcasing product design in detail without distractions;
- demonstrating all product design options;
- getting varied promo content for marketing channels;
- transforming visual content into different formats;
- proving product quality with close-up shots.

In order to launch an effective product promo campaign, furniture manufacturers need to use all possible marketing channels – online and offline ads, social media, and e-commerce stores. White background rendering works for all of them and presents an object in the best way, while helping to save money on photo shoots at the same time.

What are the Best Backgrounds for Silo Renders

The key point of silo images is to focus on the product and to exclude the influence of surrounding objects on the main item. That's why the most popular backgrounds are neutral.

- white;
- off-white;
- transparent;
- grey;
- nude.

With 3D rendering, specialists can change a background in mere seconds using the same 3D model of the product. This means, if the client doesn't like one option, they can always ask for another.

How to Use Silo Rendering for Product Promo

One of the best features of silo images is that they can be added to other visuals. The white or transparent background makes it easy to cut out and add the product to collages and banners, as well as seamlessly incorporate silos into website pages, most of which are white.

Let's see how and where to use silo renders to get the most out of them:
- on product pages of e-commerce websites;
- in digital and printed catalogs;
- placed on ad banners;
- in email newsletters;
- in social media posts and stories.

Silo renders serve the needs of e-commerce marketing and advertising, and address the challenges of such trends as influencer marketing. They are multipurpose and more affordable than other types of 3D product renders. They also provide enough information for online shoppers to make a purchase right away. This way, using silo renders greatly benefits both online furniture retailers and their customers.

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CHAPTER

Lifestyle 3D
Product Rendering

What is a lifestyle product image?

A lifestyle product image, also known as an in-context or just context image, or a roomset, is a picture showing the product in a styled scene. The latter can be indoor or outdoor and involve models.

Why is lifestyle imagery so popular in product advertising?

The main reason in-context images are so widely used is that they show the item in use and in its natural setting.
This way, a brand can communicate the offer to the target audience without saying a word — and sell.
Here are some of the things lifestyle product imagery helps manufacturers do:

- **Show the dimensions.** As the item will be placed next to other familiar objects, the viewers will understand its size at a glance.

- **Cross-sell.** Brands can place the main product next to items that complement it. And possibly, sell a bundle! For instance, a dining table with a set of chairs.

- **Target to the right audience.** A context image shows the product in a scene that is relatable to the target audience. That is, it reflects the lifestyle potential buyers lead or aspire to lead.

- **Show the purpose** of the item. Or purposes! For instance, in one lifestyle product image, the console is put in a Scandinavian interior and topped with a TV. The same console can also appear in a Boho roomset, but serving as a cool table for books and decor.

- **Promote product design variations.** For instance, the same furniture model in different colors can help create entirely different moods. And there is no better way to demonstrate that than with product lifestyles images!

- **Convey the feel of luxury.** An upmarket product will look all the more exclusive when surrounded by items of the same class. So the context image for a luxury sofa can feature a lavish fireplace, a magnificent carpet, and some exquisite art pieces.

- **Inspire customers.** A lifestyle product image can sell not just an item but a dream. That is, the person who didn't even think about buying a sofa can see it in an amazing interior, and realize they want this look in their home. And that requires the sofa, as well as everything else in the picture — the coffee table, bookshelves and even the decor. If all those complementary items exist and can be easily bought from the brand's partner, all the better!

- **Communicate the brand's message.** A product lifestyle image can convey the main idea a company promotes. Be it family values, eco-consciousness, taste refinement, the context will help communicate it.

- **Establish emotional connection.** In-context pictures not only show the functions and aesthetics of a product, but also tell its story – through composition, lighting, and thoughtful details. As a result, the viewers feel something when looking at the ad. This way, the lifestyle product image catches attention and evokes emotion. Which translates into recognition or even a sale.

What are the types of lifestyle product imagery?

Depending on the background, context images are divided into **indoor** and **outdoor** ones. An indoor lifestyle shows the product in a roomset, while an outdoor one showcases it in plein air.


Another way to **classify product lifestyle images** is according to their purpose. Depending on the aspects to highlight, context images fall into the following categories.

An individual product image or a **hero shot** features one single object. The setting is designed to highlight the product features and plays a secondary role.

A **group lifestyle shot** shows a set of products. This allows buyers to see different options in one product lifestyle image and thus compare them easily.
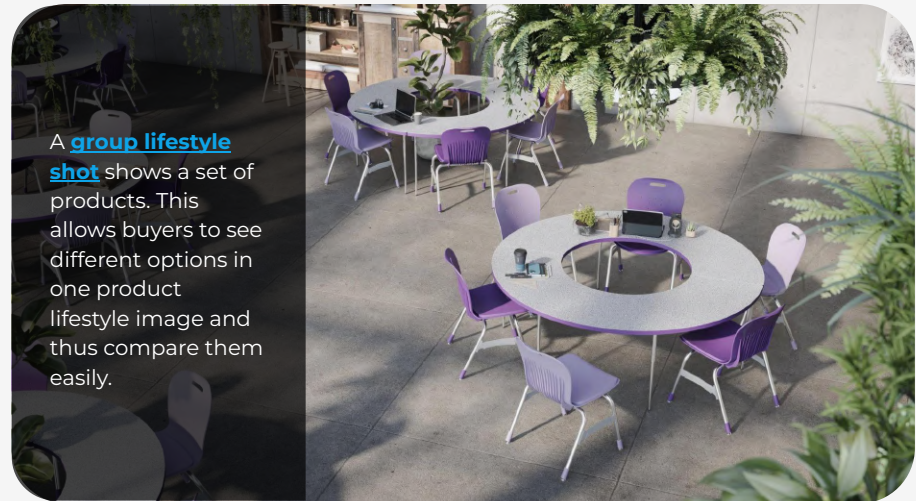
A colorways lifestyle shot lets viewers discover color variations of the same product. This way, prospects can choose the option they like best or get inspired to combine a few.

A scale lifestyle image showcases the product with objects that help identify its dimensions. For instance, it's easier to understand the size of the coffee table when it's next to a sofa.

A **flat-lay product image** involves a thought-out concept, composition, and color scheme that suit each other perfectly. The most important feature is the layout of items that could be parts of the product or elements of the product set. This way, one shows all components of product design in a creative way.

A concept lifestyle shows the product in an unusual environment. The setting does not highlight any features but serves to catch attention, surprise, and emphasize a product's design aesthetics.

A **wall product image** is a simple rendering that depicts a product against a wall background. Such a type of render is an alternative to a silo image but with a realistic setting, however simple it may be. The purpose of it is no different than a regular silo picture though — to not distract viewers' attention from the main item.

A detail lifestyle image or a **closeup** shows a part of the product. It allows the viewer to see detailing, patterns, and texture so that viewers could appreciate the quality and craftsmanship.

Types of Angles for Lifestyle Product Visuals

Another important factor in a lifestyle image success is the angle choice. There are 3 main types of angles:

- Straight-eye angle
- Bird's-eye angle
- Low-angle.

Context images are a separate form of art, and they offer plenty of creative solutions for every product type. Manufacturers can use them to showcase product color and design variations, a whole set of products, the quality of the item, and simply entertain. Too much choice? Then book a demo, and have a CGI specialist consult you on the best 3D rendering solution and image format for your product!

Choosing the Perfect Mood for a 3D Roomset Render

CGI offers product manufacturers the possibility to create any ambiance for their lifestyles. There's no limit to what an artist armed with powerful 3D rendering tools can achieve. They can craft any light, weather, and season, and find any decor props to make the product lifestyle image speak. Snowfall in the Christmas living room scene? Sure. A lion on the velvet couch to set the atmosphere of power and luxury? Great idea! And it will look amazing.

In terms of mood and atmosphere for a **lifestyle rendering**, there are many options. The most popular are dramatic, lyric, and epic.

- A **dramatic product lifestyle** is characterized by light-and-shadow contrasts, and a dynamic story told through props. The scene looks theatrical, with all the focus on the main star — the product.
- A **lyric roomset** can be recognized by pastel colors, pretty decor and flower arrangements, daytime or morning light.
- An **epic scene** exudes the feeling of grandeur and has a lot of character. Such ambiance is often used for commercial settings, for instance, in product lifestyle images for evening bar and restaurant furniture.

For more details on each of these lifestyle moods, check out our article about **3D rendering styles**. There, you'll find the characteristics of each mood and a series of photorealistic renders to guide and inspire you.

Types of Lighting in Outdoor Lifestyle Rendering

Light is important for setting the atmosphere in all types of context images. And for the outdoor lifestyle scenes, lighting is simply everything! So 3D artists can reproduce it with photorealistic quality. The choice of illumination type depends on the brand, product and advertising concept. Usually, manufacturers choose among the following options:

- regular daylight
- highly-detailed daylight
- mid-detailed daylight
- ambient
- fog+morning light
- sunrise/sunset
- nighttime.

Making the right lighting choice is crucial, so it makes sense to see the impact of each illumination type and decide which option will flatter the item most. So don't hesitate to read our article about **product render lighting** with a detailed and illustrated description of each lighting type.

Choosing the Style for a Jaw-dropping In-context Image

Photorealistic 3D rendering can help manufacturers create a background of any style they want. For there's no need to look for furniture props, rent, buy, transport, and store them. Everything is available digitally!

Which means that the only thing a manufacturer needs to do is answer the question: "What interior design style would make this product look best?" Or even styles. There are neither budgetary nor physical constraints!

With that new freedom of creative choice, it makes sense to reconsider the current advertising concept. Here are the links to our articles on various interior design styles. Check them out to see if you'd like to try the following styles for your new product lifestyle images:

1. **Luxury styles**
2. **Ethnic**
3. **Eclectic**
4. **Modern**
5. **Traditional**
6. **Country**

Now that 3D rendering has eliminated all constraints on product lifestyle concepts, manufacturers can consistently get show-stoppingly beautiful visuals. Moreover, it's possible to showcase how the furniture piece or decor would look in a few different styles! Which will help attract a broader audience to the item.

CHAPTER

Product Animation Services Overview

Here we have gathered the answers to questions about 3D animation services we often get from our clients. You will find all the information in a clear and concise form so that you can learn everything in a matter of 10 minutes top. The answers link to articles where you can find more information on the topic.

Sounds interesting? Then read on and find out everything a manufacturer and marketer needs to know about CG videos.

What is product animation?

Product animation is a computer-generated video that shows a product in motion and aims to inform, educate and entertain prospective buyers. To achieve these goals, 3D artists create video scenarios with compelling camera paths and add special effects, music, sounds, and optimal lighting. As a result, product animation services provide highly accurate representations of products and bring them to life in compelling environments.

The function of a 3D animated video depends on its type. It may present a brand-new product before it's launched, for instance, a phone. Moreover, it may show how a product can be used, how to assemble it, or how its mechanism works.

The difference between a product animation and a product video is that the former does not involve video shooting. The product is recreated digitally into a photorealistic 3D model, which is then used in 3D animation.

The environment is built digitally too. This way, **product animation** services give a lot of creative freedom. They can help depict any location, time of the day, season, and weather. So basically, CGI knows no physical limits.

This freedom extends to the video scenario, too. Everything is possible with 3D animation! Heavy products can gracefully spin in the air, revealing their beautiful features or showing off materials. Sophisticated pieces can explode in slow motion, showing every single detail, all of which then come back together to become one single object again.

Price List

DOWNLOAD CGIFURNITURE PRICE GUIDE

AND LEARN THE COSTS OF TOP-TIER 3D VISUALIZATION
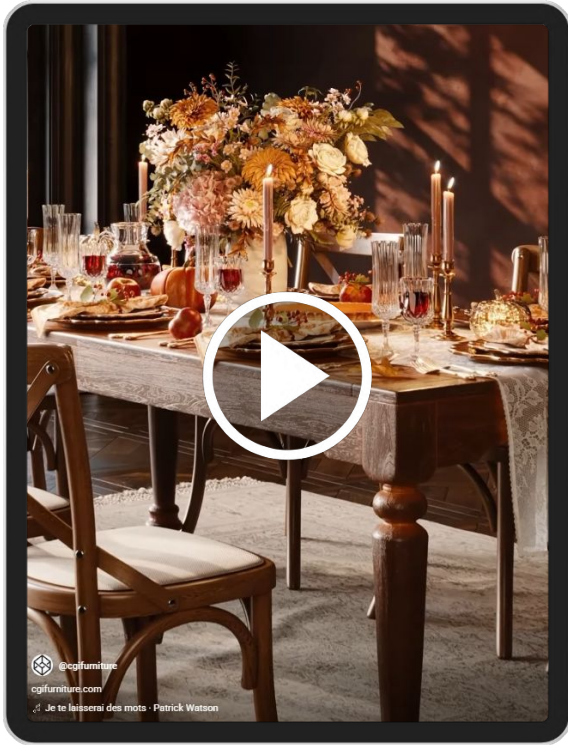
PROJECTS OF DIFFERENT SCALES!

SEE OUR PRICING

What techniques and effects are used for 3D product animations?

Visual Effects and Features in Product Animations

The 3D animation above showcases examples of these visual effects taken from real CG videos by CGIFurniture.

CG video offers a large palette of artistic means brands can use to highlight their products. For an exhaustive list or a consultation tailored to your needs consider booking a Demo with a CGIFurniture representative. They will answer all your questions and suggest the best option for your business. As an inspiration, here are the most popular effects and instruments that can elevate a product animation:

- **Light transitions.** They add to the atmosphere of the scene, filling it with life and movement. The shift can happen between any types of lighting or even all of them.

- **Product uses and configurations.** This is a great solution for demonstrating the ease of use and multiple functions of modular furniture.

- **Assembly process.** It helps people see that they are able to assemble the product, which makes them more willing to buy. After the purchase, the CG video serves as a guide and this way enhances brand loyalty.

- **Modes of work** of a product and how to adjust the latter to a user's comfort.

- **Special features** of a product in movement.

- Modes of work and **transformation process** of smart furniture.

- **Demonstration of the item in various scenes**, for instance, monochrome and lifestyle.

- **Demonstration of the product at different angles** in a setting or settings that highlight its design.
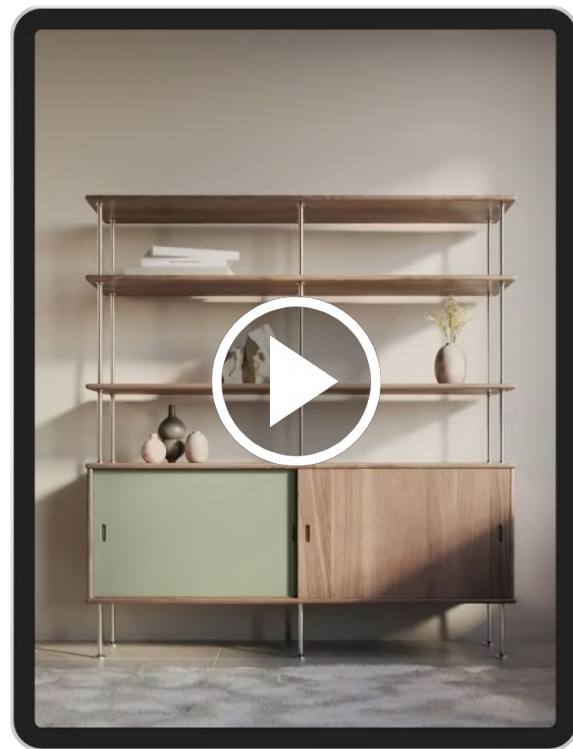
What are the benefits of product animation?

CG animations help product manufacturers literally take their marketing strategy to the next level. See for yourself. By including 3D animated videos in their campaigns, manufacturers can:

- **build brand awareness.** Having 3D animation produced is much easier than real videos, so you can get as many as you want and fast. This will help you scale up your video marketing efforts and communicate with the audience more effectively. This way, you will stay top-of-mind.
- **increase web traffic.** Seo-optimized videos drive organic traffic from search engines such as Google, Youtube, and Vimeo, and social media platforms like Facebook and Instagram, to the website. Which leads to an increase in sales and improved search engine rankings.
- **improve email clickthrough and engagement rates.** You can achieve this by simply adding engaging video thumbnails to the emails — and see the email ROI grow.
- **get more engagement on social media.** Videos get clicks, shares, and comments — and make the algorithms see your channel's content as valuable and show it to more people.
- **boost visitor-to-client conversion** of your website, product detail pages, and product listings.

What are the types of product animation videos?

There is a CG video service type for every marketing need. The most widely used ones are **assembly, demo or feature, how-to, detail or close-up, story, and installation of 3D animations**. Let's find out more about them and see some creative examples.

#1. CG Assembly Animation

This CG video shows how to assemble a product. It's a helpful instruction for buyers and an excellent post-purchase tool for brands. A surefire way to increase services satisfaction! No text or still image can be as effective as an animation in helping a person assemble, for instance, a piece of furniture. The video makes a tedious process a piece of cake.

#2. Demo 3D Animation

This one makes a real asset for pre-launch campaigns and market testing. Demo animation highlights the best features of the product to show it in the most compelling light. Hence the second name — **feature CG video**.

Manufacturers and retailers often use demo 3D videos for products that are difficult to showcase in real life. Because the latter are too heavy, or so sophisticated as to require a lot of technology to be reconstructed.

What are the types of product animation videos?

The renderings and photos are helpful in such cases, but some products just have to be shown in motion. Like this shower below. Isn't it a technology marvel? The animation just lets the product speak, and leaves the viewer speechless. Better still, there is no need to invest in manufacturing and assembling the actual product. CG artists create visuals and bring them to life using software, and the results are impressive. Look at this elegant 3D product video below. It is 100% digital, can you believe it?

Or take this recliner animation. It boasts a dramatic mood, shows the product from up close, and focuses on a single feature – the built-in lit storage. How can the customers not fall in love with this level of comfort and sophistication? The video clearly shows how the product will transform a movie night into a fun and unforgettable experience.
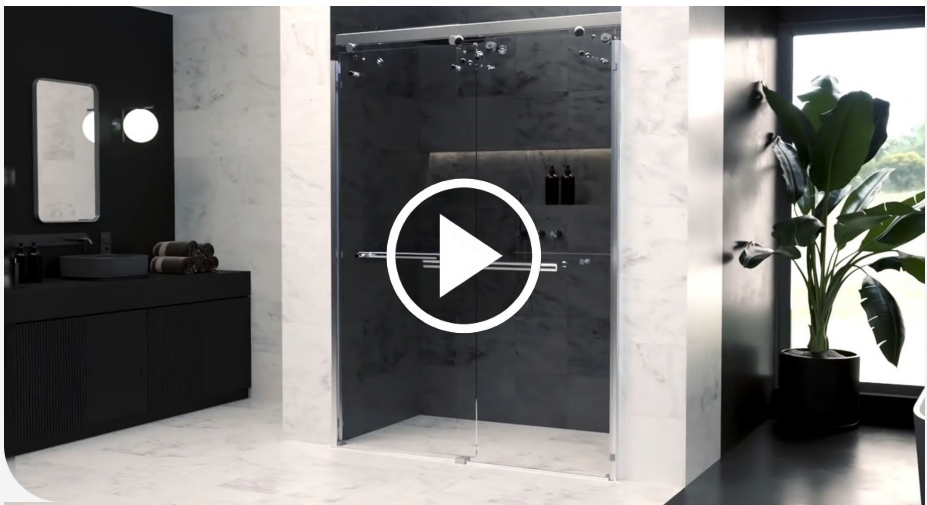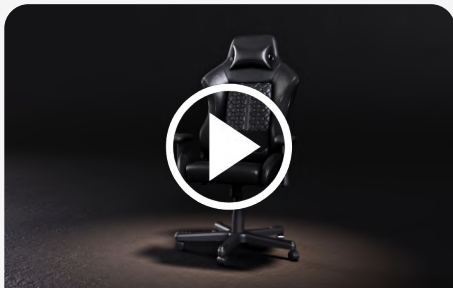
# What are the types of product animation videos?

#3. How-to Product Videos

This 3D animation type shows prospects how to use a product and explore it online. Brands use how-to animations for products with various colors, materials, designs, modes, and uses. It's ideal for modular and smart furniture.

#4. Detail or Closeup Animations

This is the go-to video type for a product that is high-quality or has some groundbreaking features. Detail animation focuses on an object's materials, textures, fixtures, and other small things that make its product usage experience a pleasure and privilege.
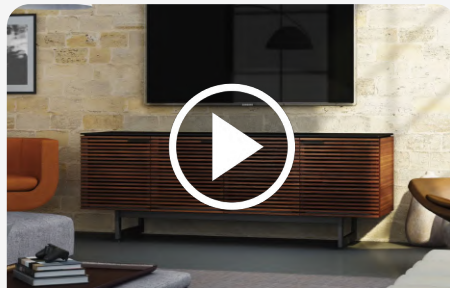
#5. Story Animated Video

This video type uses storytelling to add emotional appeal. It showcases the product while revealing its creation, the designer's idea, and the choice of materials, like imported wood for unique finishes. A powerful selling tool!
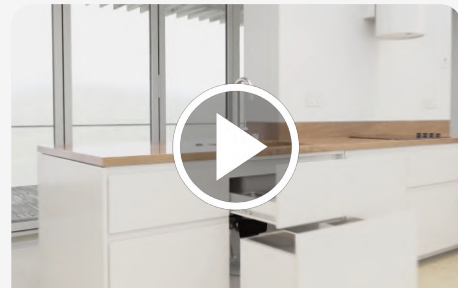
#6. Installation CG Video

Installation 3D animations help buyers both before and after purchase. Setting up complex equipment can be stressful, and manuals aren't always enough. Videos provide step-by-step guidance, showing everything in motion and making installation easy.

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What are the types of product animation videos?
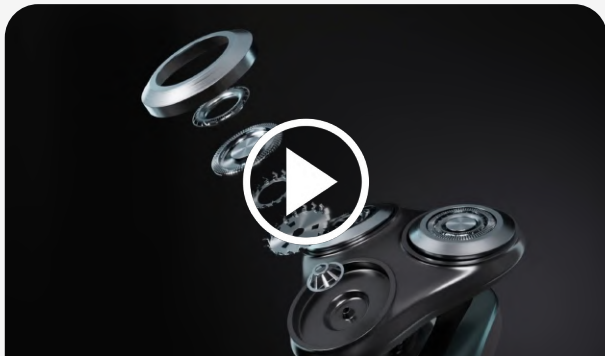
#7. Exploded View 3D Animation

An exploded view 3D animation shows a product being taken apart or assembled to highlight its details, inner workings, and complexity. It demonstrates product assembly, design sophistication, and competitive advantages. Brands use it to showcase technology and craftsmanship, like in the rotary shaver example above.

#8. 3D Animation for Design Variations

An animated video showing different color and design variants of a product is called a 3D animation for product variations. Its purpose is to highlight the level of choice or customization offered and explain the advantages of each option. The effect can be likened to that of a 3D configurator. The difference is that while the 3D animation can spark interest and motivate the viewer to learn more, the 3D configurator is used for the next step — selecting the final solution for making a purchase.

#9. Promo 3D Video

A promo 3D animation showcases a product without directly urging viewers to buy. Any animation type — feature, how-to, story, or installation — can serve this purpose. If a CG video highlights the product's appeal or shows how it solves the problems of the audience, it's a promo, subtly driving sales without a sales pitch.

You can find out more in this article about all **these types of 3D animation** services.

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What is the best product animation software?

The software market offers a wide variety of tools, so the choice depends on the specific pipeline of a product animation studio. Every program and plugin gives an ocean of creative opportunities. The CGI quality really comes down to the expertise and experience of a 3D artist.

In other words, a CGI specialist can get breathtaking CG videos with whichever product animation software piece they know best. The most popular choices are **Autodesk Maya, Cinema 4D, Blender, Unity, Houdini, KeyShot, Solidworks, and LightWave**. You can find more information about each of these options in our article dedicated to the **best product animation software** for professionals.

What are the steps in the product animation pipeline?

The product 3D animation process is much easier than video shooting. It comes down to 5 following steps:

1. **Filling out and sending a brief.** A clear and detailed scope of work allows 3D artists to start work earlier and work faster, without asking additional questions. Usually, a 3D product animation brief includes a product feature list, script or storyboard, video references, output resolution, and the project deadline.
2. **Product 3D model creation and approval**. As a rule, the 3D animation artists send the client a clay 3D model for checking the shape and detailing accuracy.
3. **Animation preview checking**. The 3D artists send the client the Grab Viewport animation for approving the scene and camera paths.
4. **Materials and textures**. The client looks at a series of low-resolution renderings to see if the product's textures and materials are accurate and if the light is both realistic and visually appealing.
5. **Rendering, post-production, and delivery of the final product animation**. The visual marketing asset is ready for checking and approval!

You can learn more about every step in our article about the 3D product animation stages.

What happens at the post-production stage?

Post-production stands a little bit apart from other stages of the CG animation process. It happens after the rendering of the CG video is over and can be carried out by a 3D artist, VFX artist, or post-producer.

The role of post-production in 3D animation services delivery is hard to overestimate. Basically, it takes the output from great to outstanding through the following processes:

- artifacts cleanup;
- adding objects like people, animals, plants, decor, etc;
- adding special effects, for instance, explosion, fire, fog, or rain;
- color correcting to fine-tune the colors, brightness, and saturation;
- introducing after effects that elevate the realism of the 3D animation. These may be sun flare, focus change, bokeh, color aberrations, motion blur, and many more.

Post-production is an art in itself. Curious to find out more about each step and see the examples? Then check out this article.

What does a product animation studio do?

CG animation studios create marketing, technical, and industrial computer-generated videos. Within CG animation projects, such studios also produce photorealistic and/or precision-crafted 3D models, build the scenes for them, and even do still 3D renderings as an addition.

Specialization-wise, 3D animation studios may work with certain types of videos and products only. For instance, CGIFurniture studio creates marketing CG videos for various interior design-related products, but 70% of our projects are for furniture companies. Similarly, there are studios specialized in machinery, complex technology, consumer products, fashion apparel, accessories, etc.

To create high-quality animated videos, a product animation agency employs an array of specialists: 3D modelers, 3D visualizers, 3D animation artists, VFX artists, project managers, client managers, video script writers, and more.

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What is the best product animation studio?

There are many types of 3D animation studios, each with its own market leaders. To create a list, we must first define:

- What does "best" mean? High turnover, media presence, customer service, output quality, portfolio, or something else?
- How do we measure these criteria, and who evaluates them?

"Best" means delivering output and service that meet a client's needs. So only the client can determine the right fit.

But marketers and manufacturers don't need months of research to do that. Our market overview evaluates 1025 CGI studios from 8 countries based on price, speed, free corrections, and more — simplifying the process in just 30 minutes. You can **download the research here**.

AR Modeling Services

Using 3D modeling for Augmented Reality marketing helps connect customers to your products on a different level.

What is Product AR?

AR in eCommerce is a virtual product viewing technology. Customers can layer digital products in a real environment using apps and QR codes on mobile devices. It allows them to experience the look of a physical object as it would in real life by viewing it from all angles and interacting with it.

What are AR models?

AR models are low-poly 3D models adapted for mobile devices. You upload 3D models to your website and put the QR code in the right place on the product page. When scanning a QR code, the user opens a page with a model and can view your product in real size and in a real environment.

Types of AR models

The price and deadlines of AR modeling projects depend on the complexity of the models. There are 4 main types:

Scan QR code to see this product
in augmented reality.

Formats of AR models

There are 2 main formats for AR models — .usdz for iOS and .glb for Android. They also work for sites on WIX, WordPress, Shopify, etc.

If you use other applications to work with AR, let us know before starting the project and we will provide you with the result in the format you need.

The benefits of using AR models

Augmented Reality can give you an edge over online competitors by upgrading your customer's shopping experience in many ways. It leads to such benefits for your business:

- provides an immersive customer experience;
- makes for a more accurate and informative product presentation;
- focuses on the specific needs of the target audience;
- decreases return rates as e-buyers can virtually try products out at home;
- gets more involvement from customers which boosts brand loyalty.

Using AR products, customers can examine the product online in detail, try the item in the space in which they need it and learn how the product is used from AR instruction manuals.

Product Detail Pages for eCommerce

Traditionally, furniture manufacturers have relied on physical stores for sales. However, with the rise of eCommerce giants like Amazon, eBay, Shopify, Walmart, and others, much of the furniture retail industry has shifted online. To create an engaging online shopping experience that rivals in-store browsing, manufacturers need captivating visual content—and the most efficient way to achieve this is through CGI. Unlike traditional photography, it offers flexibility, cost-effectiveness, and high-quality visuals that allow easy customization, variation, and consistency across all PDP images.

As an Amazon Certified 3D Content Provider, CGIFurniture specializes in creating high-quality CG visuals that enhance product listings. Let's explore the key components of a PDP that are essential for success on major eCommerce platforms.
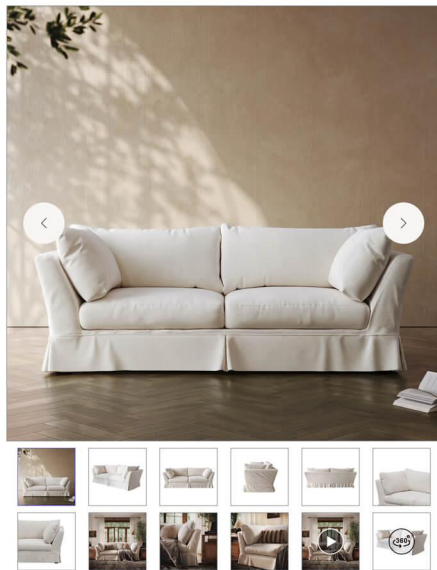
Furniture / Upholstered

Aria Classic Upholstered Sofa with Plush Cushions

$1899 | ★★★★★ 1624 reviews

Elegance and comfort unite in this meticulously crafted piece. The Aria Classic seamlessly complements any space. Opt for the serenity of pristine beige or the opulence of rich green for its resilient upholstery. Within, plush high-density foam cushions promise enduring comfort, while its kiln-dried hardwood frame ensures stability. Each sofa is accented with two matching throw pillows, merging style and relaxation. The Aria Classic is more than a sofa — it's an emblem of refined taste.

Color:

Size:

2X

3X

What size should I buy? ⊘

✓ In stock and ready to ship

Add to bag

⊘ Free Shipping

Product Detail Pages for eCommerce

1. Hero Image

The hero image is the cornerstone of any product listing, especially on platforms like Amazon. This primary visual is often the first interaction a customer has with your product and significantly influences click-through rates—optimized hero images can boost these rates by up to 40%.

Product Detail Pages for eCommerce

Key Guidelines:

- Accurately represent the product with high-resolution, professional-quality images.
- No added text, logos, borders, watermarks, or distracting graphics.

- Display the entire product without cutting off parts.
- Exclude unrelated accessories or props.
- Show the product from a single perspective (e.g., front view only).

The hero image sets the tone for the entire PDP, acting as the visual ambassador of your brand. With 3D rendering, sellers can create a flawless, high-resolution image that perfectly represents their product without the need for costly physical photography setups. High-quality hero images not only improve click-through rates but also foster a sense of trust and professionalism. When potential customers see clear, well-lit, and professionally composed images, they're more likely to perceive your product as reliable and worth purchasing.

Technical Requirements:

Platform	Recommended Size	Format	Background	Product Coverage
Amazon	2000x2000px	.tiff, .png, .jpeg, .gif	Pure white (RGB 255,255,255)	85% of the frame
Shopify	2048x2048px	.tiff, .png, .jpeg, .gif	Not specified	Not specified
Walmart	2000x2000px	.png, .jpeg, .bmp	Pure white (RGB 255,255,255)	50% or more of the frame
eBay	1600x1600px	.tiff, .png, .jpeg, .gif, .bmp, .webp, .avif	Clear, white preferred	80-90% of the frame

Product Detail Pages for eCommerce

2. Additional Images

While hero images attract attention, additional images provide deeper insights. These images follow similar technical requirements but allow more creative freedom regarding backgrounds.

Up/Down
Control panel

Scratch - resistant
work surface

16 Gauge
steel base

Infographics

Infographics visually present product features and benefits through icons, charts, and concise text. With 3D visualization, these infographics can be enhanced with dynamic renders, exploded views, or detailed cutaways that showcase the internal components of the product. They can simplify complex information, making it easy for customers to understand key product features at a glance. Infographics are particularly effective for highlighting technical specifications, unique selling points, and product comparisons in an engaging format.

The most effective angles for infographics include exploded views that showcase internal components and top-down views that highlight proportions. With 3D visualization, these angles can be adjusted to enhance clarity and effectively communicate the product's technical aspects.

Product Detail Pages for eCommerce

Lifestyle Images

Lifestyle images showcase products in real-life settings, helping customers envision their use. With 3D technology, sellers can create multiple room scenes without costly photoshoots, ensuring brand consistency while displaying products in different aesthetics. These images build an emotional connection by illustrating how a product fits into daily life, highlighting versatility, appeal, and practical use. Consistent CG lifestyle images help brands establish a recognizable identity, reinforcing credibility.

To make lifestyle images engaging, camera angles should mimic real-life perspectives. Eye-level and slightly angled shots add realism, while close-ups highlight details, helping customers visualize the product in their space.
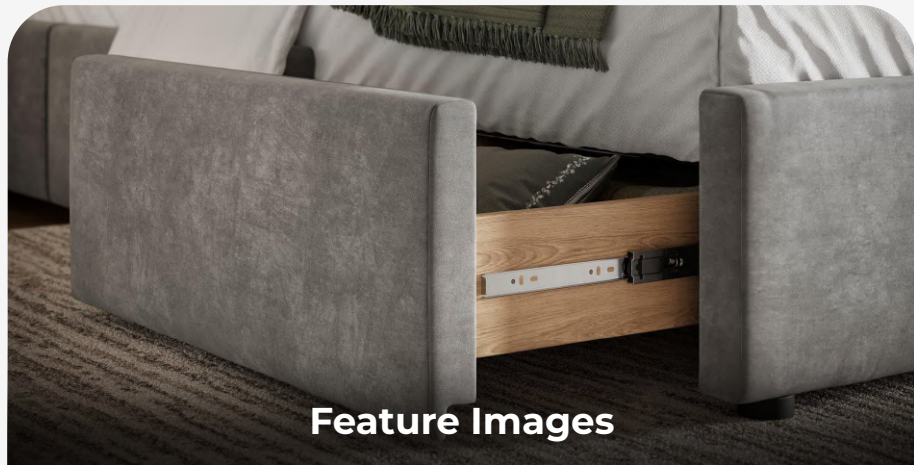
Feature Images

Feature images are close-up shots highlighting materials, textures, and functional details. These images emphasize the craftsmanship and quality of the product, allowing potential buyers to appreciate finer details that might be overlooked in broader shots. Feature images help build trust by providing a clear view of the product's design and construction.

The best angles for feature images include macro shots to showcase intricate textures and material finishes and sectional views that reveal internal structures or hidden details. With 3D rendering, sellers can refine these perspectives and ensure that the images reassure customers about product durability and aesthetics.

Product Detail Pages for eCommerce

3. Product Animation

Videos are powerful tools for capturing attention and showcasing product functionality. They bridge the gap between in-store and online shopping by providing dynamic, engaging content. Product videos allow potential customers to see items in motion, understand how they work, and visualize them in real-life settings, which static images can't always achieve. They also create an emotional connection, making products more relatable and appealing.

The camera perspectives in product videos should dynamically transition between different views, such as slow panning shots that highlight the overall design, zoom-in details that focus on textures and functionality, and 360-degree rotations that provide a full view of the product. With 3D animation, sellers can easily fine-tune these angles to create a professional and visually compelling experience.
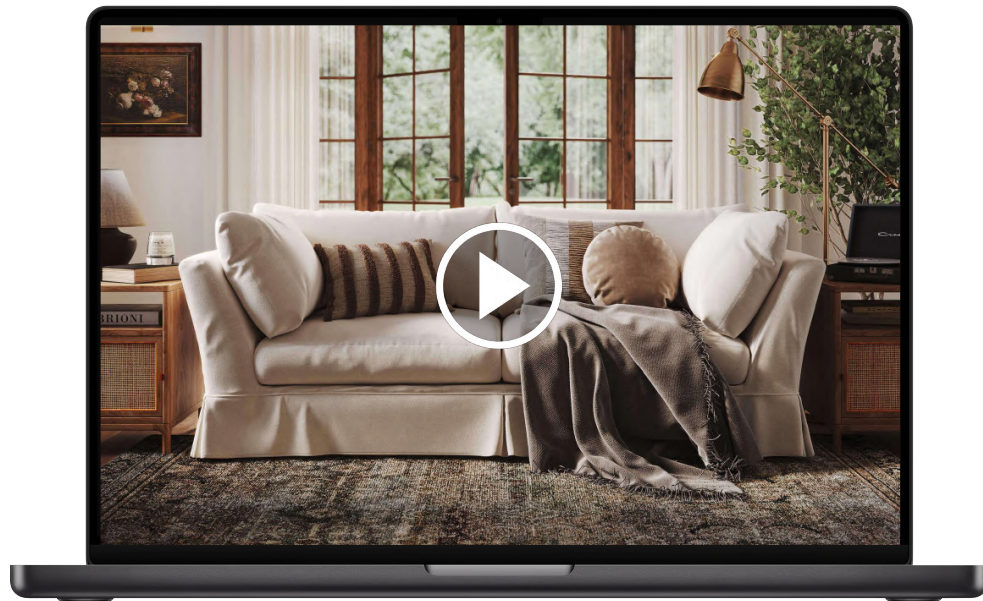
Product Detail Pages for eCommerce

Best Practices:

- Hook the viewer within the first few seconds with a compelling introduction or a visually striking scene.
- Keep videos concise (Note: if you want to use your video for the Amazon Sponsored Brands video ads, it must be under 45 seconds.).
- Focus on key features and benefits without unnecessary filler.

- Use captions to ensure accessibility and engagement, even when the sound is off.
- Highlight unique selling points early in the video to capture interest.
- Showcase the product from different angles and in various usage scenarios to provide a comprehensive view.

Incorporating these best practices can significantly enhance the effectiveness of your product videos, increasing customer engagement and driving more conversions.

Technical Requirements:

Platform	Resolution	Format	Max File Size
Amazon	Up to 4K (4096×2160)	.mp4, .mov	500 MB
Shopify	Up to 4K (4096×2160)	.mp4, .mov, .webm	1 GB
Walmart	Not specified	.mp4, .mov	100 MB
eBay	Up to Full HD (1920×1080)	.mp4	150 MB

Product Detail Pages for eCommerce

Scan QR code to see this product in augmented reality

4. 360° Product View & AR Models

Unlike static images, interactive 3D visuals and AR models offer customers an immersive experience, allowing them to explore products from every angle and even visualize them in their own environments. This level of interaction enhances customer engagement and reduces uncertainty, leading to higher conversion rates and fewer product returns. These visuals provide an experience on par with in-store shopping, giving customers the confidence they need to make informed purchasing decisions. However, these features are only supported on Amazon and Shopify.

Amazon's View in 3D allows users to rotate and zoom in on products, while its View in Your Room feature enables AR visualization in real-world settings, helping customers see how a product will fit in their space before purchasing. Shopify supports similar features, offering an option to upload 3D models that allow customers to explore items from any angle and visualize them in their environments using AR technology.

File Requirements:

- **Amazon:** .GLB, .glTF formats
- **Shopify:** GLB, USDZ formats; file size up to 500 MB

Integrating 360° views and AR capabilities can significantly enhance customer engagement, providing a more interactive and informative shopping experience that mirrors in-store product interactions.

Product Detail Pages for eCommerce

5. Product Description

The product description section provides a detailed overview of a product's specifications, features, and functionalities, helping customers make informed purchasing decisions. This section delves deeper into details such as available colors, dimensions, materials, primary product features, benefits, and warranties. A well-written description should anticipate and address potential customer questions, which will reduce hesitation and improve the likelihood of conversion.

A strong product description not only informs but also enhances the brand's identity. For instance, if sustainability is a key selling point of your furniture items, the description should highlight eco-friendly materials and responsible manufacturing practices.

Overview   Details   Reviews

Furniture   /   Upholstered

Aria Classic Upholstered Sofa with Plush Cushions

$1899 | ★★★★★ 1624 reviews

Elegance and comfort unite in this meticulously crafted piece. The Aria Classic seamlessly complements any space. Opt for the serenity of pristine beige or the opulence of rich green for its resilient upholstery. Within, plush high-density foam cushions promise enduring comfort, while its kiln-dried hardwood frame ensures stability. Each sofa is accented with two matching throw pillows, merging style and relaxation. The Aria Classic is more than a sofa — it's an emblem of refined taste.

Color:

Product Detail Pages for eCommerce

Customer Reviews ⭐ 4.95 <u>73 reviews</u>

Hannah Mitchell
July 16, 2023
⭐⭐⭐⭐⭐

The Aria Classic Sofa is truly a game-changer for my living room. I received it last week and was blown away by its craftsmanship and comfort. It fits perfectly in my space, and the beige shade adds such a touch of elegance.

Mike Donnelly
July 23, 2023
⭐⭐⭐⭐⭐

I've gone through a fair share of sofas in my time, but the Aria Classic stands out. I opted for the green shade, and it's every bit as rich and luxurious as I hoped. Sat on it to test the comfort level, and I wasn't disappointed.

Sophia Bergman
July 27, 2023
⭐⭐⭐⭐⭐

My Aria Classic Sofa arrived yesterday, and I am beyond pleased. The first thing I did was invite my friend over for a movie night. She commented on how stylish and comfortable it was. Highly recommend!

Raymond Fletcher
July 28, 2023
⭐⭐⭐⭐⭐

I purchased the Aria Classic Sofa for my study room, and it's been a fantastic addition. The plush cushions are incredibly comfortable, perfect for long reading sessions.

6. Customer Reviews

Customer reviews are vital as social proof, building trust, and influencing purchase decisions. They provide authentic insights from real customers, helping potential buyers feel more confident in their choices. Reviews often highlight product benefits, performance, and quality in ways that marketing content cannot, making them an invaluable part of any PDP.

In addition to boosting credibility, positive reviews can significantly influence purchasing decisions by addressing potential concerns and reinforcing the value of your products. Reviews also contribute to the overall customer experience, showcasing transparency and fostering a sense of community around your brand.

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Product Detail Pages for eCommerce

Strategies to Maximize Reviews:

- Request feedback post-purchase through follow-up emails, ideally timed when the customer has had enough time to use the product.
- Highlight top reviews on product pages to showcase authentic experiences that resonate with potential buyers.
- Use reviews to address common customer questions and concerns, reducing purchase hesitations.
- Engage with customer reviews by responding to feedback, both positive and negative, to demonstrate active customer support and commitment to improvement.

Positive reviews not only boost credibility but also improve search rankings on eCommerce platforms, making your products more discoverable. They can enhance conversion rates, reduce return rates, and build long-term customer loyalty by reinforcing trust and satisfaction.

Why You Need 3D Modeling for eCommerce

3D modeling enhances eCommerce by offering a range of benefits tailored to platforms like Amazon, Shopify, Walmart, and eBay. By integrating high-quality 3D visuals, businesses can create **consistent and professional-looking product listings** that attract more buyers and reduce return rates.

3D modeling also **simplifies the process of meeting platform-specific image requirements**. Many marketplaces have strict guidelines regarding image size, background color, and resolution. CGI allows sellers to adjust visuals seamlessly without the need for new photoshoots. Additionally, the technology supports **rapid A/B testing**, enabling businesses to experiment with different visuals and optimize conversion rates. You can effortlessly change up the materials, colors, and textures of a particular furniture item.

Another key advantage of 3D modeling is its ability to **strengthen brand identity** while creating interactive shopping experiences. Features such as 360-degree product views and augmented reality allow customers to explore products in detail before making a purchase. These tools not only boost engagement but also ensure that the online shopping experience mimics in-store interactions and in-store shopping, making **the buying process more immersive and informative**.

What's more, once the 3D model is created, it becomes a versatile asset that can be integrated into various mediums. Besides eCommerce platforms, this content can also be incorporated into your social media posts, promotional emails, and other marketing channels.

Product Detail Pages for eCommerce

Essential Visual Elements for a PDP

To create a compelling and effective PDP, the following visual elements are essential:

- **Hero Image**: The main product image that attracts customer attention and sets the tone for the listing.
- **Infographics**: Visually present product features, benefits, and specifications in an easy-to-understand format.
- **Lifestyle Images**: Showcase the product in a real-life setting to help customers visualize its use.
- **Feature Images**: Close-up shots that highlight materials, textures, and intricate product details.
- **Product Videos**: Engaging videos that demonstrate product functionality and key benefits.
- **360° Product Views & AR Models**: Interactive visuals that allow customers to explore the product from all angles and visualize it in their space.

To ensure that all visual assets meet marketplace standards and deliver the highest quality, businesses should work with a professional 3D content provider. An experienced provider will create imagery, videos, and 3D models according to platform guidelines, which will guarantee accuracy, consistency, and a strong visual impact that aligns with brand identity.

The furniture market has shifted from being dominated by major industry players to an era where customers hold the power. With endless options just a click away, buyers can easily switch to another product if they don't find what they need. Now, even the smallest manufacturers have the opportunity to stand out. Success no longer depends on company size but on how well a product is presented.

A well-structured PDP plays a vital role in this process. By incorporating engaging imagery, interactive elements, and customer reviews, businesses can create compelling product listings that improve conversion rates and reduce return rates. Optimizing PDPs according to platform-specific requirements ensures that product information is displayed effectively, fostering customer trust and satisfaction.

When you **order a full package of 3D imagery for your product detail page, you will receive a 10% discount**. If you require a different number of images, we will customize the 3D package to suit your requirements, ensuring you have the necessary visuals to create a compelling and high-performing PDP.

Software for CGI Production

The product 3D rendering process from A to Z requires the use of one or several specialized **programs**. The best option is when software combines 3D modeling, rendering, and animation features. The most widely used examples are **Autodesk 3ds Max, Maya, Blender, Cinema 4D, Lumion, Houdini, Maxwell**. You can find more info about them in our article about the best **product rendering software** on the CGI production market.

Another crucial tool for product 3D rendering is **plugins**. They don't function independently but complete some of the aforementioned software. The most commonly used are **V-Ray, Corona Renderer, Brighter3D, Arnold Renderer, Final Render**.

Software for CGI Production

A plugin broadens rendering options with new modes making the result even more photorealistic. For example, all of the above-mentioned examples allow creating natural lighting for any time of day and weather. A 3D artist can pick a rainy gloomy sky, midday sun's position, and foggy air — and everything will be set automatically.

A separate group of tools is needed for post-production. CG artists usually use Adobe Photoshop for 3D renders and Adobe After Effects for 3D animation. Both of them provide visual effects that add to the mood of the image and fill it with life. For instance, using Adobe After Effects, a 3D artist can add a snowfall, a lightning storm to the 3D animation, or even create a spectacular disintegration. Adobe Photoshop has various options for adjusting the light intensity and tone, shadows, highlighting objects, and of course, for color correction.

| 3D modeling software	SketchUp 3D, Autodesk 3Ds Max, Solidworks, Autodesk Maya, SketchList 3D, ZBrush, Blender
3D rendering software	Autodesk 3Ds Max, Lumion, Artlantis, Rhinoceros, Keyshot
Post-production software	Adobe Photoshop, Adobe Lightroom

11
CHAPTER

3D File Formats

When it comes to formats, every product rendering studio has its own standards depending on the software that 3D artists use. Each program supports different kinds of **3D file formats**. Some of them are compatible with CAD programs, 3D printing, VR, and AR tools, others can convert one file format into another. So if you have any preferences in the matter, don't hesitate to **discuss it with your CGI team at the outset of the project**.
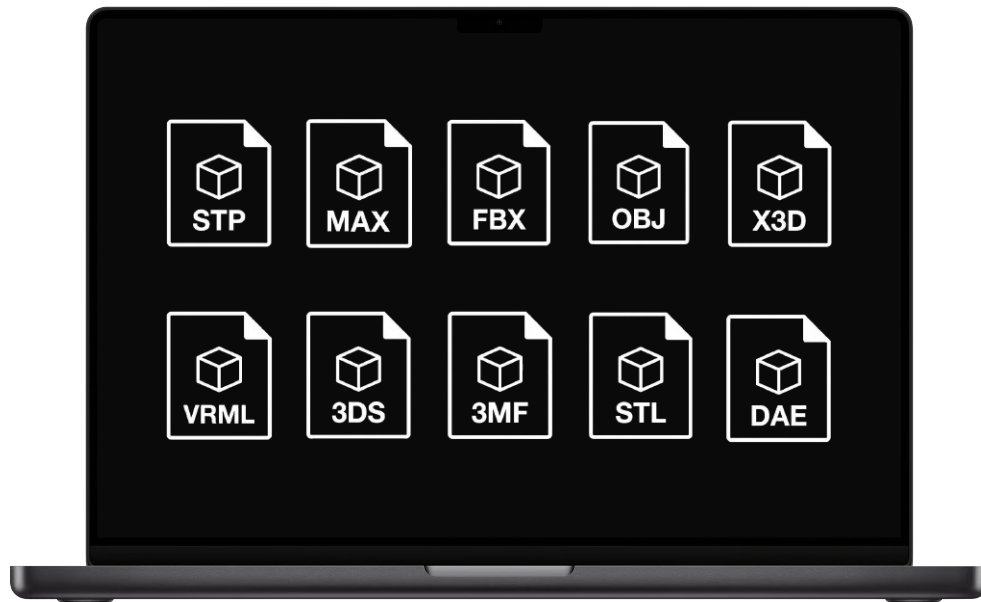
3D Software	Supported 3D File Format
3ds Max	MAX, 3DS, gLTF/GLB, FBX, OBJ, USDZ/USD, STL, STEP (STP), COLLADA, VRML/X3D, etc.
Maya	MAX, 3DS, gLTF/GLB, FBX, OBJ, USDZ/USD, STL, STEP (STP), COLLADA, VRML/X3D, etc.
Blender	BLEND, 3DS, FBX, DXF, SVG, STL, UDIM, USD, VRML, WebM, X3D, OBJ, etc.
Cinema4D	C4D, OBJ. 3DS, COLLADA, DEM, DXF, Direct 3D, FBX, glTF, STL, USD, VRML2, etc.
Lumion	DXF, DWG, COLLADA, FBX, MAX, 3DS, OBJ, SKP, BMP, JPG, etc.
Houdini	HIP, 3DS, FBX, DXF, SVG, STL, UDIM, USD, VRML, WebM, X3D, OBJ, etc.
Maxwell	MXI, MXM, MXS, IOR, 3DS, FBX, DXF. etc.

Why send 3D files to a product rendering company?

Sending us 3D files, like 3D models or scenes, is beneficial in 2 ways. First, 3D files can help us understand the project faster. They may show the way the objects will look, and even indicate dimensions as accurately as drawings. Second, 3D files may help decrease the project cost up to 30%. For improving a scene or model takes less time and effort than building a new one from scratch. That's why to estimate the project, we need to see the 3D files first.

What types of files to send?

You can send us any 3D files you have. We mostly work in Autodesk 3ds Max, so the best option is to send files this program supports. We'll just need to check if they are working.

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In what format will the output files be?

At your request, we can give you the 3D model of the product and/or the scene that we created for your project. They'll be in 3DS format.

If you need the model or scene, please let us know at the beginning of the project. For we may have to adjust the workflow in order to make the assets fit your purposes.

Let's say we know we'll need to deliver the 3D scene along with the image. In that case, we avoid using Adobe Photoshop for post-production and do everything in 3ds Max. This way, the scene and the product rendering will be identical.

And what if we didn't know that the client would need the scene? Then, we could have used Adobe Photoshop for post-production. It's just often faster and more flexible. But as a result, the final image differs from the scene. So when if the client reused it, they'd get a rendering with a different atmosphere.

What if I need results in a format that's not compatible with 3ds Max?

We can send you the 3D files in the format you request, just tell us about it at the beginning of the project. We'll adjust the product rendering workflow and deliver results that suit your requirements.

Outsource 3D Studio VS In-house Team

There are 2 ways of getting product 3D rendering services: hiring 3D artists full-time or outsourcing to a CGI studio. Which option is best? Let's see the pros and cons of each choice.

What Affects The Cost of Product CGI and How To Reduce It

CGIFURNITURE

Outsource 3D Studio VS In-house Team

1. Budget

Regardless of the projects' frequency, an in-house team naturally requires salaries, paid sick leaves and vacations, and up-to-date workstations. Not to mention that CGI professionals don't come cheap.

Meanwhile, outsource 3D artists are only paid for the time spent on the project. The rest of the spendings, including equipment, software, workstations, are taken care of by their employer — the product rendering studio.

2. Time

An in-house CGI team usually includes 3D artists, an art director, and a project manager. Finding such a group of skilled specialists requires a lot of time from the HR department. And then, the new team would need to settle in the space, install the equipment, and some time to work out standard workflows and learn to work together.

Outsourcing 3D rendering is time-saving in terms of monitoring the process. Big 3D studios employ project and client managers who organize everything and help clients track the progress. Overall, less time and trouble — and a better result.

3. Capability

And what if the project is large-scale, time-sensitive, and requires a lot of 3D renders? And a series of photorealistic 3D animations. And on further reflection, a few 360° views, too.

Given sufficient time and technical resources, a large in-house CGI team with various skills can handle such a challenge. Hiring that many CGI professionals isn't cheap though. Moreover, it doesn't make sense unless large-scale projects are an everyday reality for the company.

Big CGI studios employ lots and lots of highly trained professionals of every specialization imaginable. They can serve as a single source of product 3D rendering services, or as a backup for the in-house team.

4. Equipment

Large-scale 3D rendering projects require specialized software like Cinema 4D, plugins, and video editing tools such as Adobe After Effects. Creating animations also demands a render farm—a costly high-performance system that may not be practical for a product brand.

A CGI company, however, already has the necessary software, plugins, and render farms, giving manufacturers access to these resources without the high costs.

Manufacturers can choose between an in-house team or a CGI studio. An in-house team offers a familiar, controlled workflow, while a CGI studio is more cost-effective, flexible in timing and scale, and provides dedicated management, communication, and quality control.

How to Choose a 3D Rendering Provider

Finding a perfect product 3D rendering studio is a challenge that can only be overcome with careful planning and thorough analysis. To choose a provider for long-term cooperation, manufacturers and marketers need to know what to look at and what questions to ask. To make things easier, we broke the process down into steps. Let's check them out.
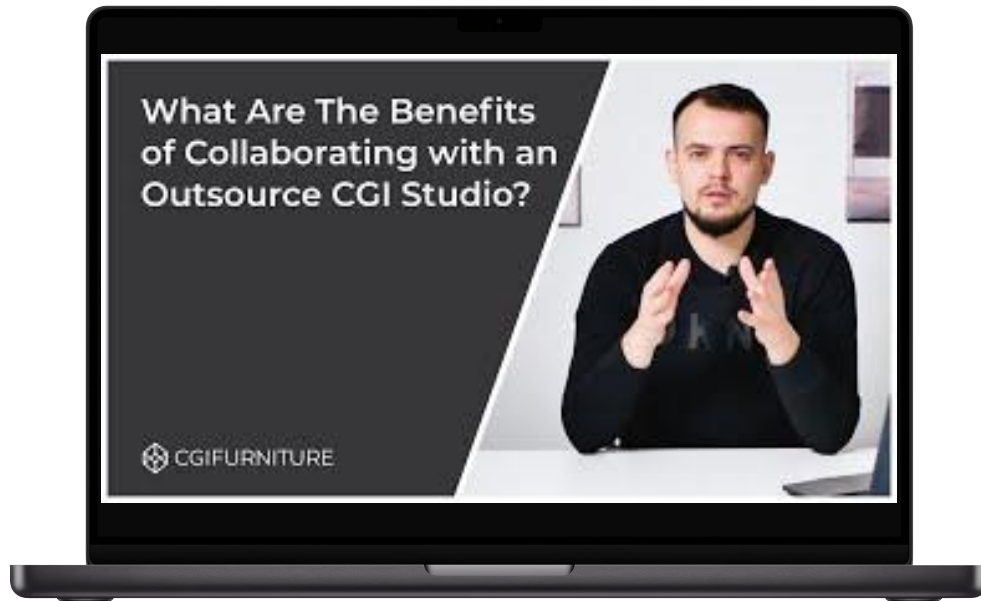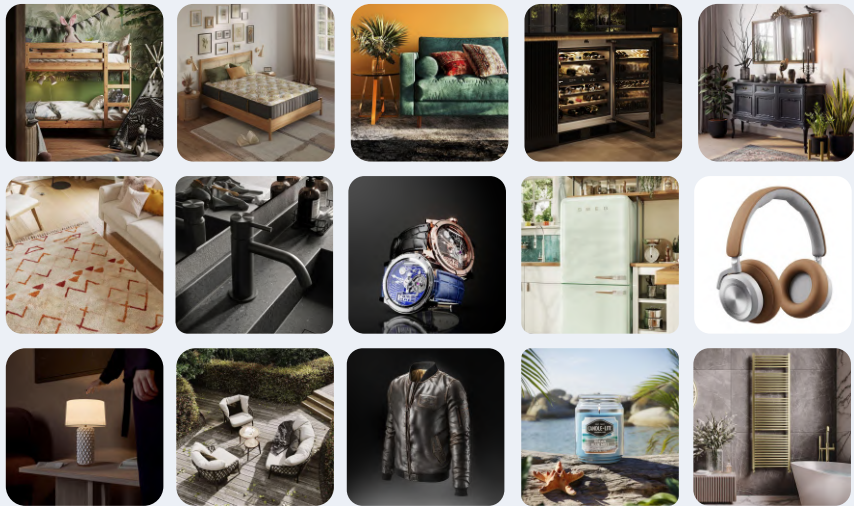
How to Choose a 3D Rendering Provider

Step 1: Browse for Options

The first thing to do is to search for product 3D rendering companies online. Then, go through the highest-ranked studios and select around 5–6 of the most suitable options. This is the shortlist of candidates to analyze in the next steps.

Step 2: Check Out Work Examples

Look at the studio's or artist's CGI portfolio to see their experience, quality of

work, and the exact type of services they provide. If there are case studies on the website, that's even better. Check them out too, to understand the company's workflow, the project scales, how they communicate with clients, and deal with challenges.

Step 3: Look for the Clients' Feedback

Testimonials and reviews are a valuable source of information. One needs to look at their number, at what they say, and at who writes them. After that, it's wise to google the company reviews to see what can be found on other platforms.

Step 4: Enquire about Guarantees

When choosing a 3D rendering provider, ensuring data security and project protection is crucial. Freelancers may keep their word, but without a contract, they aren't legally bound to deliver. In contrast, companies build their reputations on reliability, with established strategies to uphold brand promises. This allows them to guarantee key aspects like speed, quality, and overall service consistency.

How to Choose a 3D Rendering Provider

For instance, CGIFurniture offers an **"On time or for free"** option, guaranteeing results on time or a full refund. We ensure this with state-of-the-art equipment, our own render farm, and a team of skilled specialists.

Guarantees are often listed on the website's FAQ page; if not, it's best to contact the company. Here are key questions to ask:

1. Can they sign an NDA?
2. Do they sign NDAs provided by clients?
3. Do they have other ways to safeguard clients? What are they and what's necessary to apply to them?

Step 5: Find out about the Communication Process

Effective communication is crucial for top results. It ensures 3D artists stay on schedule and prevents scattered communication across multiple channels. Smart professional management solutions help avoid these issues.

For instance, CGIFurniture has an **online project management platform** developed for communication, keeping information, project updates, and files storage. Now, all of these processes are easy and comfortable for our clients.

How to Choose a 3D Rendering Provider

So to safeguard the project, it's necessary to ask the following questions:

- Is there one single communication channel?
- Where will the information be kept?
- Who will be managing the project?
- How often will the studio share updates and intermediate results?

Finding a reliable product 3D rendering company requires research and knowing what to ask. Start with top-ranked Google choices, study their offers, and shortlist five or six. Check their portfolios and case studies to assess quality. Next, evaluate their workflow, client reviews, communication, and guarantees. If details aren't online, call them. With this info, the best choice should be clear.

How to Use CGI CRM: 7 Steps

1. Sign up
2. Set the project
3. Add 3D models and lifestyles
4. Communicate with a team
5. Get results and give feedback
6. Pay online
7. Reuse 3D models and lifestyles for new projects

Price List

DOWNLOAD CGIFURNITURE PRICE GUIDE
AND LEARN THE COSTS OF TOP-TIER 3D VISUALIZATION
PROJECTS OF DIFFERENT SCALES!

SEE OUR PRICING

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Materials for a brief

The best way to ensure that the CGI team understands everything is to support the brief with visuals. This way, there won't be additional questions like "What exactly do you mean by a Mid-century modern chair? Could you send us a link to the model you'd like to see in the lifestyle rendering?" If there are no definite answers yet, the 3D artists will gladly help figure things out. But if there are exact aesthetic requirements, it's better to convey them through illustrations. Consider adding the following materials to the brief.

What References To Include In A 3D Rendering Brief

CGIFURNITURE

Materials for a brief
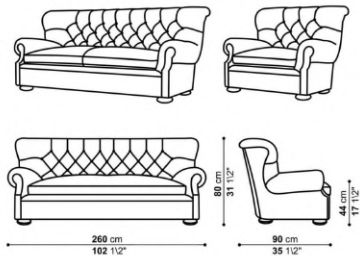
1. Sketches, shop and millwork drafts, wireframe model drawings.

They convey the technical information about the product and thus help 3D artists achieve the required accuracy.

2. Photos of the furniture item or similar pieces from the same collection.

These may be non-professional, smartphone-made pictures. Their purpose is to help the 3D artists to examine colors, materials, fixtures, seams, and details.

3. Mood references, or inspiration photos.

No words can describe the interior lighting or color so that everyone has the same picture in mind. To make sure that the scene has the right atmosphere, it's easier to send reference photos showing the things that set the mood, like the lighting, colors, decor items, or textiles.

4. Close-up photos or swatches of materials.

These are essential for photorealistic product 3D modeling. Photos can be taken with a smartphone, provided that the materials are clearly visible on the screen. This can be achieved with a few basic rules of photographing furniture materials for 3D modeling.

These references complete a product 3D rendering brief and help 3D visualizers understand the idea from the first viewing of the assignment. This will increase the speed of the project and ensure the accuracy of the results from the earliest stages.

Top 9 references to include in a product rendering brief

CGIFURNITURE

www.cgifurniture.com

1. Sketches

2. Wireframe models

3. Shop and millwork drafts

4. CAD model of the product

5. Photos of the product

6. Photos of a similar product

7. Inspiration photos

8. Close-up photos of materials

9. Swatches of materials

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Product Rendering Workflow

Once a CGI studio is selected, it's time to start work. So what happens next? Well, the process varies from company to company, but overall its pillars remain the same. Let's check out the stages of a typical **product rendering workflow** at CGIFurniture.

How 3D Artists Create 3D Product Images

1. Create a 3D Model of a Product
2. Apply Materials and Textures
3. Select a 3D Scene from a Library
4. Adjust the Scene to the Product
5. Choose the Lighting Scheme
6. Set Up the Cameras
7. Start the Rendering Process
8. Finish with Post-Production

CGIFURNITURE

Product Rendering Workflow
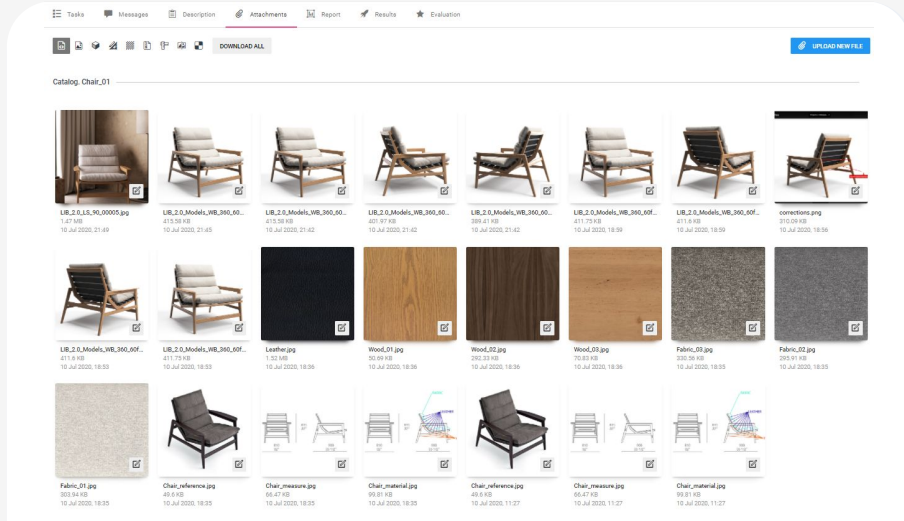
1. Studying the Assignment

The CGI team examines the task description and documents attached, including references, drawings, CAD models. The more detailed a brief they get, the faster and smoother the project goes.
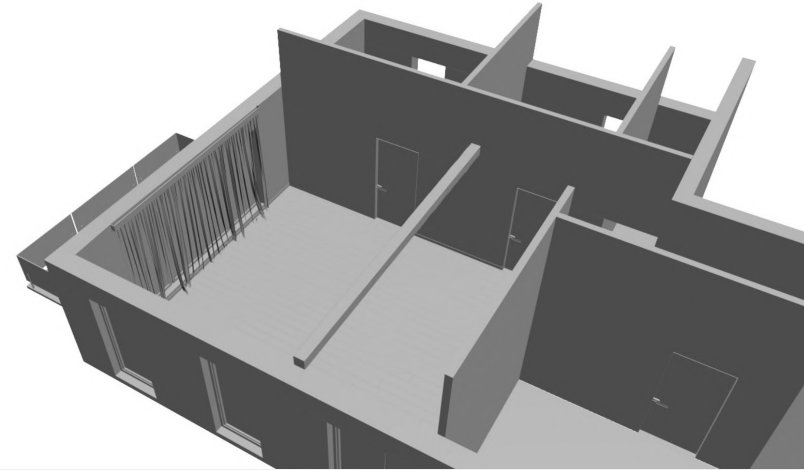
2. Building the 3D Scene

Now it's time to create the surroundings. If a custom scene is needed, we build it from scratch and add the necessary objects. Alternatively, we can use a ready-made scene from our CGI library and adjust it to fit the project's requirements later.

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Product Rendering Workflow
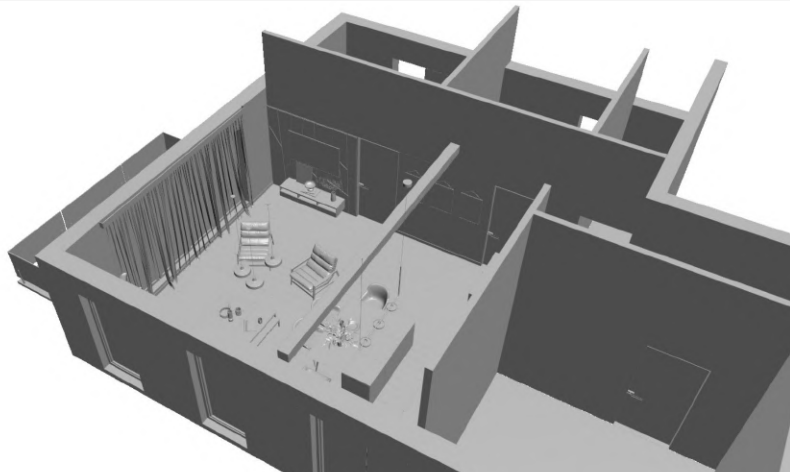
3. Main Product 3D Modeling

CGI specialists build a 3D model of the product and put it in the scene. At this stage, it only has the geometry in grayscale, which allows seeing the shape and details of the object.

4. Setting Camera Angles

The CG artist chooses angles and composition. The task is to find the most flattering views for the main product and establish framing, symmetry, and other compositional elements.

FILL IN THE NEEDED INFORMATION FOR THE BRIEF OF YOUR PROJECT AND ATTACH REFERENCE FILES.

START A PROJECT

Product Rendering Workflow

5. Adjusting the Lighting

Now, it's time to develop and implement the lighting strategy. The 3D artist sets the time of day, chooses light sources, arranges them, pre-renders the image, and looks at the result. If needed, he improves on something and pre-renders the image again and again. The goal is to achieve the desired mood for the CG lifestyle, ensure ultimate realism and the best look for the main product.

6. Applying Materials and Rendering

CG artists create custom textures based on references or download ready ones if they match the client's needs. They set basic lighting to preview materials in the 3D scene. Then, they choose the resolution, format, and click "render." The rendering time depends on settings, scene complexity, and the required quality. For large projects, CGIFurniture artists use our render farm to speed up the process.

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Product Rendering Workflow

7. Post-production

When the product rendering is ready, the 3D artist can decide to enhance its impact. Using Adobe Photoshop, a 3D visualizer can add visual effects, apply filters to the image, adjust contrast, sharpness, brightness, and so on.

All that's left at this point is to send the marketing-ready result to the client. You can learn more about every stage in our article about the **product 3D rendering process**.

A CGI workflow depends on a CGI studio's pipeline and a client company's working process. It typically includes 8 steps: studying the brief, 3D modeling, building the scene, applying textures and materials, setting lighting and camera angles, rendering, and post-production. Once all stages are completed and the render meets requirements, it's ready for marketing and sales use.

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How Is a 3D Model of a Product Made?

A manufacturer greatly benefits from understanding the 3D model creation process, for its pipeline largely defines a project workflow. The latter surely can be customized, but most often, 3D model production follows the same steps. Let's examine the typical workflow of a 3D modeling for a silo rendering project.

How Is a 3D Model of a Product Made?
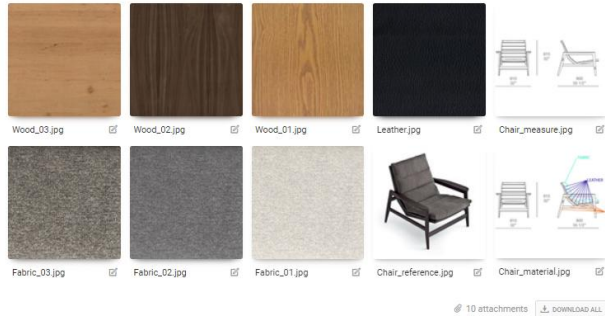

1. Studying the Assignment

The first step is for the project manager to look at the files and information submitted, and estimate the time and cost of the 3D model creation. Once we have all the details, the manager approves the scope of work, assigns a dedicated team to the project, and the process starts.

2. Building Geometry of a 3D Model

At this stage, a grayscale "clay" model is created, showing only the product's geometry, proportions, and shape. 3D artists produce silo renders showing the model from different angles and send them to the client for feedback. After revisions and approval, the next step of 3D model creation begins.

How Is a 3D Model of a Product Made?
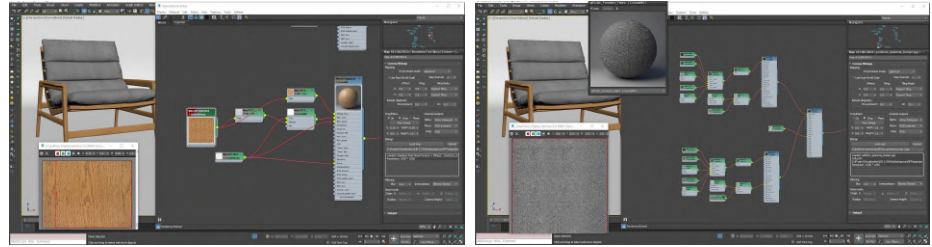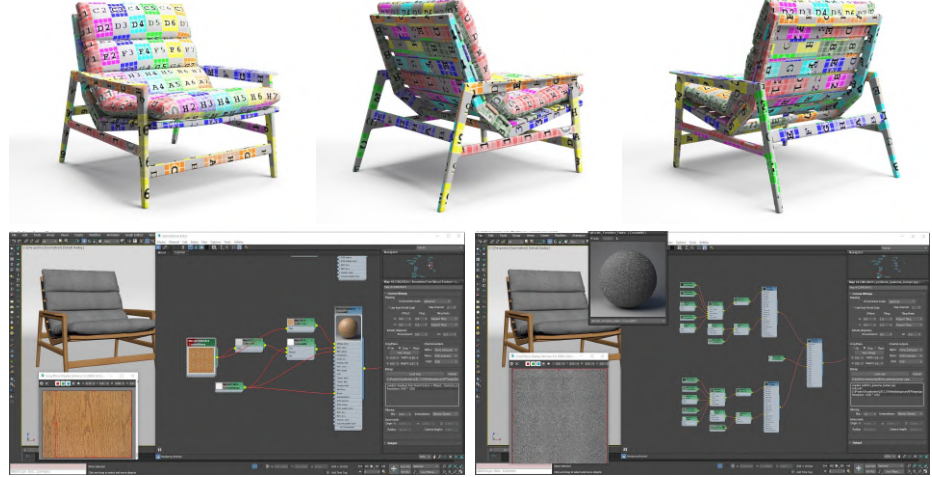
3. Applying Textures and Materials

Once the shapes and proportions are set, textures and materials are applied, starting with UV mapping. 3D specialists divide the model's surface into separate elements, "unwrap" them into 2D planes, then apply texture maps to each and project them onto the model. This ensures even material distribution, realistic patterns, and no unwanted seams. The final step is applying materials to the model's surface, a crucial process for achieving high realism. It is shown in the 3ds Max screenshots above.

How Is a 3D Model of a Product Made?

4. Rendering the 3D Model on White Background

When the textures are in place, the 3D artists send the client renders with the **3D model on the white background**. The client views the 3D model and gives feedback. Once the results of this stage are approved, the 3D model creation process is essentially over. The only thing left is to enhance the asset's visual impact through post-processing.

5. Post-production

At this point, the CGI artist applies creative tweaks like **hue and contrast adjustment**. The result is a photorealistic 3D model looking crisp and vibrant. The CGI team sends it to the client in the file format specified in the Scope of Work.

The 3D model creation process takes the idea of a product to a photorealistic three-dimensional result. The pipeline usually follows the same steps — geometry building, texture and material application, silo rendering, and post-production. As for the workflow, it can be adjusted to fit a specific working process.

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Product Rendering Cost

The first thing to do before starting a CGI project is to ask about the price. At CGIFurniture, client managers state the cost at the outset, break it down when asked to, and even **advise on how to reduce the price**. Easy!

The only thing that can make it easier is to learn what the product rendering cost comprises before contacting a CGI studio. Here are the main criteria client managers take into account for providing a ballpark estimate.


What Affects The Cost of Product CGI and How To Reduce It

CGIFURNITURE

Factors That Shape the Product Rendering Cost

#1. CG modeling complexity level

Some 3D models take more time and labor than others because they have more elaborate geometries and difficult textures. As a result, their cost is higher. You can find the description of 4 complexity types in our article about furniture modeling types.
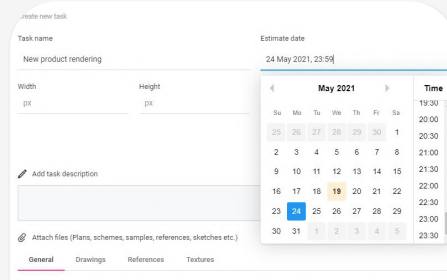
#2. Urgency

When on a tight deadline, CG artists may need to work overtime or on weekends. Emergency mode comes with extra charges, so to lower the price, it's best to plan ahead and contact the rendering company in advance.

#3. The number of views

The standard offer includes 1 general view. Each new view adds to the price, though additional angles are usually cheaper than the initial one. The cutout, however, requires modeling of the inner structure of the product and is therefore priced higher.

#4. Resolution

By default, CGIFurniture provides product 3D renders in FullHD, 1920x1080. If there's a need for a higher resolution, the price will increase.

These were the main criteria affecting the product rendering cost, and at least 2 of them can be adjusted. Their defining feature is that these factors are inherent to the project character. But that's not all. In addition, a product manufacturer can reduce the CGI production price through workflow optimization. Here are 3 easy ways to do it.

How to Reduce the Product Rendering Cost

Top 9 references to include in a product rendering brief

1. Sketches
2. Wireframe models
3. Shop and millwork drafts
4. CAD model of the product
5. Photos of the product
6. Photos of a similar product
7. Inspiration photos
8. Close-up photos of materials
9. Swatches of materials

www.cgifurniture.com


1. Provide a Detailed Scope of Work

The less research 3D artists need to do, the faster the 3D rendering production goes. As a result, it costs less. So a product manufacturer can help speed up the process by answering all the questions in the brief, specifying the purpose, format, and resolution of the imagery, and attaching all references they can get their hands on. The effort will 100% pay off!
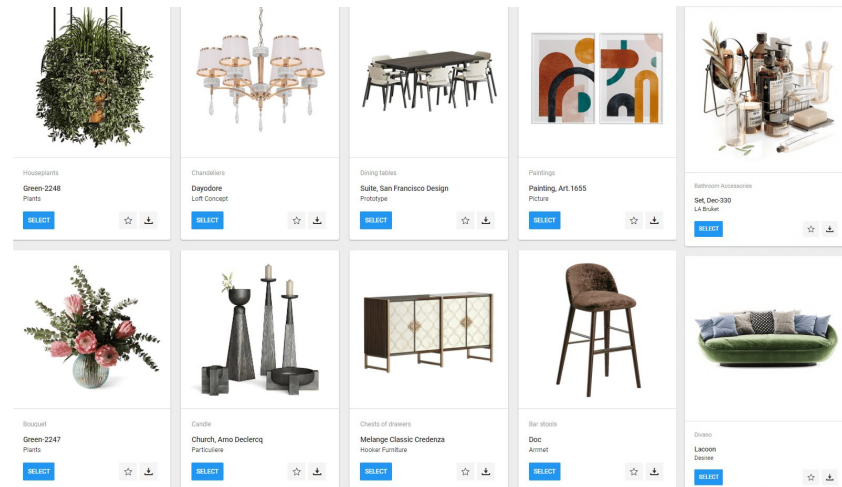
2. Use Ready 3D Models

Another way to cut costs is to ask the rendering studio if they offer ready-made 3D models for props. Using them avoids extra modeling costs for decor and secondary objects. For instance, CGIFurniture provides free access to a library of 100,000+ items, including furniture, lighting, architectural elements, paintings, sculptures, and more.

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How to Reduce the Product Rendering Cost
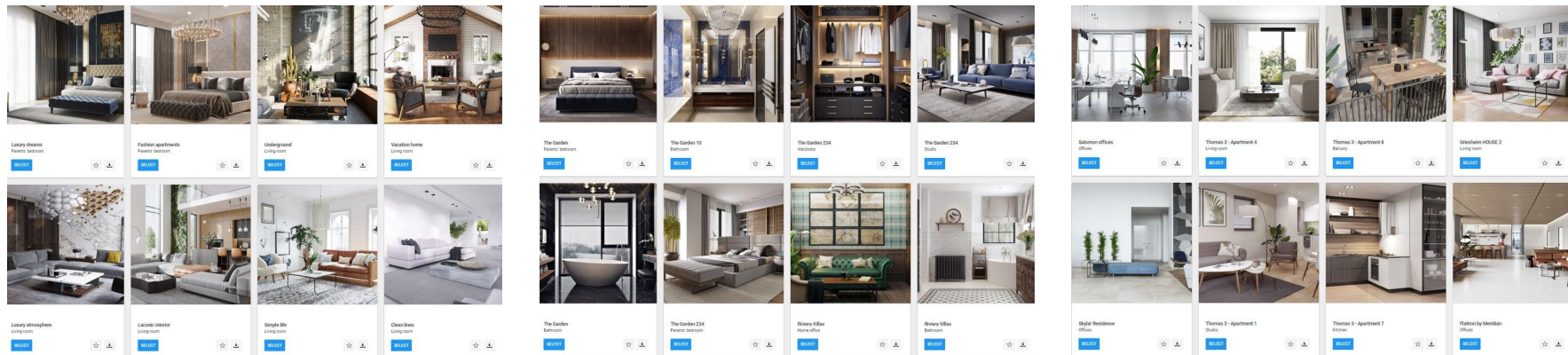
3. Use Ready 3D Scenes

CG studios offer ready-made CG room sets and outdoor scenes, allowing manufacturers to choose and tweak them. For example, CGIFURNITURE provides free access to 4421 lifestyle scenes, where details like wall color, flooring, and decor can be adjusted. This removes the cost of modeling a new scene.

These were the key factors affecting the price of lifestyle 3D visualization and tips to reduce it. The best approach is to combine them and consult a client manager for custom advice. Many factors depend on the project — some companies may even offer discounts for bulk orders.

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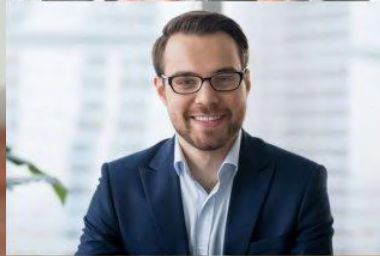
Monitoring a CGI project

Once the price is clear, it's time to think about the workflow of the product rendering project. How to make sure it's as fast and effective as possible? Let's see.

How to Keep Your CGI Project on Track

1. Plan ahead
It's best to arrange for an online meeting and discuss the work with the future CGI team. The manager and 3D artists would answer questions and help develop a project strategy with clear milestones and dates.

2. Keep in touch
The best way to make sure that the final imagery will be up to and beyond expectations is to check intermediate results at every step of the project. It's much easier to tweak them than to re-render a ready CG lifestyle.

3. Give feedback
Effective communication and timeliness are everything. It's vital to send the comments as soon as possible, and make sure everyone is on the same page. There are 3 ways of sending feedback: meet online, comment via CGI CRM, and combine the two.

By sticking to these basic rules, marketers and manufacturers can ensure the product 3D renders will be ready on time and look like million dollars. You can find more information on the subject in our articles about **accelerating a 3D rendering project** workflow and **writing a brief for a CGI studio**.

Product 3D Rendering Projects

The best way to understand how CGI can benefit a business is to have a look at how it worked for other companies. For that purpose, we have a **case studies** page with the selection of projects for all types of product rendering and for different business purposes. Here are the most recent ones you should totally see.

Product CGI Case Studies

Product lifestyles for HOMEGA

Product 3D animation and lifestyles for BDI

Photorealistic 3D lifestyles for Lie-Flat Airline Seats By Zephyr Aerospace

Product 3D modeling and rendering for Van De Sant online catalog

Realistic 3D modeling for Troy Smith

More questions about product 3D rendering?

We love all things CGI and will be thrilled to discuss with you how it can benefit your business specifically. To learn more about the 3D rendering solutions, services, examples of their usage and to get professional advice, **book a demo**. You just choose a suitable time, and our manager calls you and answers all your questions.

For more product 3D renders of all types, visit the CGIFurniture portfolio. You'll find there 2000+ examples of first-class 3D rendering, including silos, roomsets, cutouts, closeups, etc. You can use them for inspiration, attach them as references to your 3D project, or just view them as examples of what product 3D rendering can help you achieve in the matter of marketing visuals.
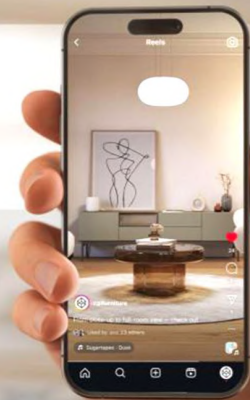
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CGIFurniture Catalog of 3D Services

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Contact Us

Contact us via phone, email or our website's chat - we're available 24/7 and gladly answer all your questions.

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