



CGIFURNITURE

CATALOG





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About CGIFURNITURE

CGIFURNITURE is a 3D visualization company specialized in creating photorealistic imagery for online and print marketing. Our mission is to provide you with top-tier visual materials establishing an emotional connection between your products and customers.

west elm ARTICLE.

dhp[®]
furniture

seawin

BISLEY HILTI

BDI

SMALLBONE

WALKER EDISON

Dufresne

Globaldoors

hotbath
italian bathroomware

AURORA[®]
LIGHTING GROUP

DENVER MODERN

Trueform
concrete

UK Radiators
QUALITY RADIATORS. DELIVERED.

DOREL

wholesalers
U S A

SIEMENS
Ingenuity for life

AMREIN
WOHNEN

David
Phillips

B&B
ITALIA

Sealy

jofran[®] inc. kram er LAMVIN[™]

poggen
pohl[®]

Mozart Steelcase

MARK WILKINSON

wework

renewed
materials Inc.

WHOLESALE
CABINETS

LIVEX[®]
LIGHTING

closet
world[®]



What is CGI for Product Marketing?

CGI, or Computer-Generated Imagery, refers to the use of computer graphics and technology to create realistic, virtual representations of products for marketing purposes. In product marketing, CGI is used to showcase and promote products in a visually appealing and engaging way. It allows businesses to create digital versions of their products, even before they are physically manufactured, saving time and costs associated with traditional product photography.

Services

CGIFURNITURE provides 3D visualization services within the short term and top quality. You can get any type of visual marketing materials by simply submitting photos/3D models/drawings/other references – and get perfect product pictures. Take a look at 3D products that can empower your success.





3D Modeling Price

Each service has its own price, which varies depending on the complexity of the item and the time our 3D artists have to spend on a task. So when it comes to 3D models, some can take more time and effort than the others. That's why we divide furniture modeling into 4 groups.

- Simple - **\$50-\$80**
- Medium - **\$100-\$150**
- Complex - **\$170-\$260**
- Ultra Complex - **\$260-\$520**



Simple 3D Models

These types of 3D models don't have difficult geometry and lots of details such as curves, stitching, piping, etc. Basically, they are wooden or metal chairs, credenzas, benches, tables, etc. in simple forms.



Medium 3D Models

Medium 3D objects are a bit more complicated as they have more complex geometry forms and high-quality textures.



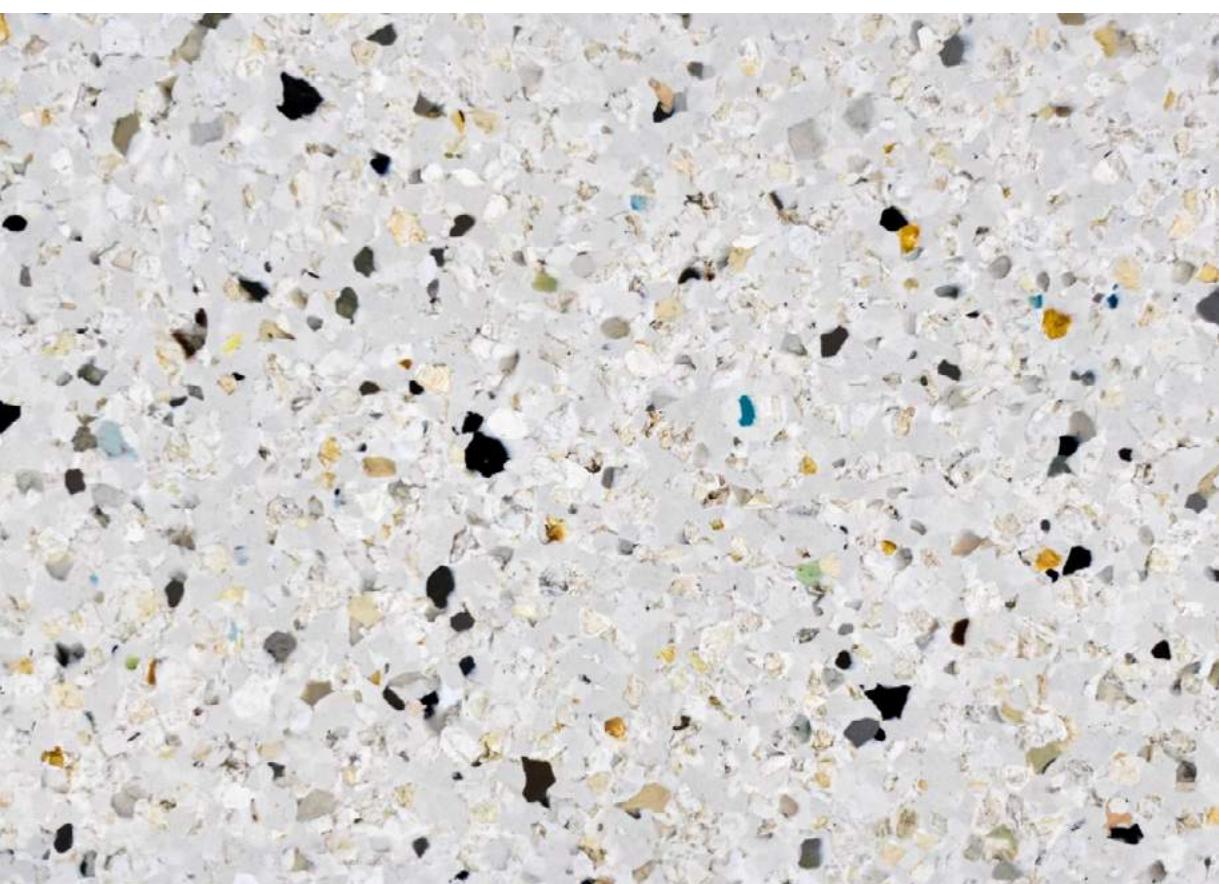
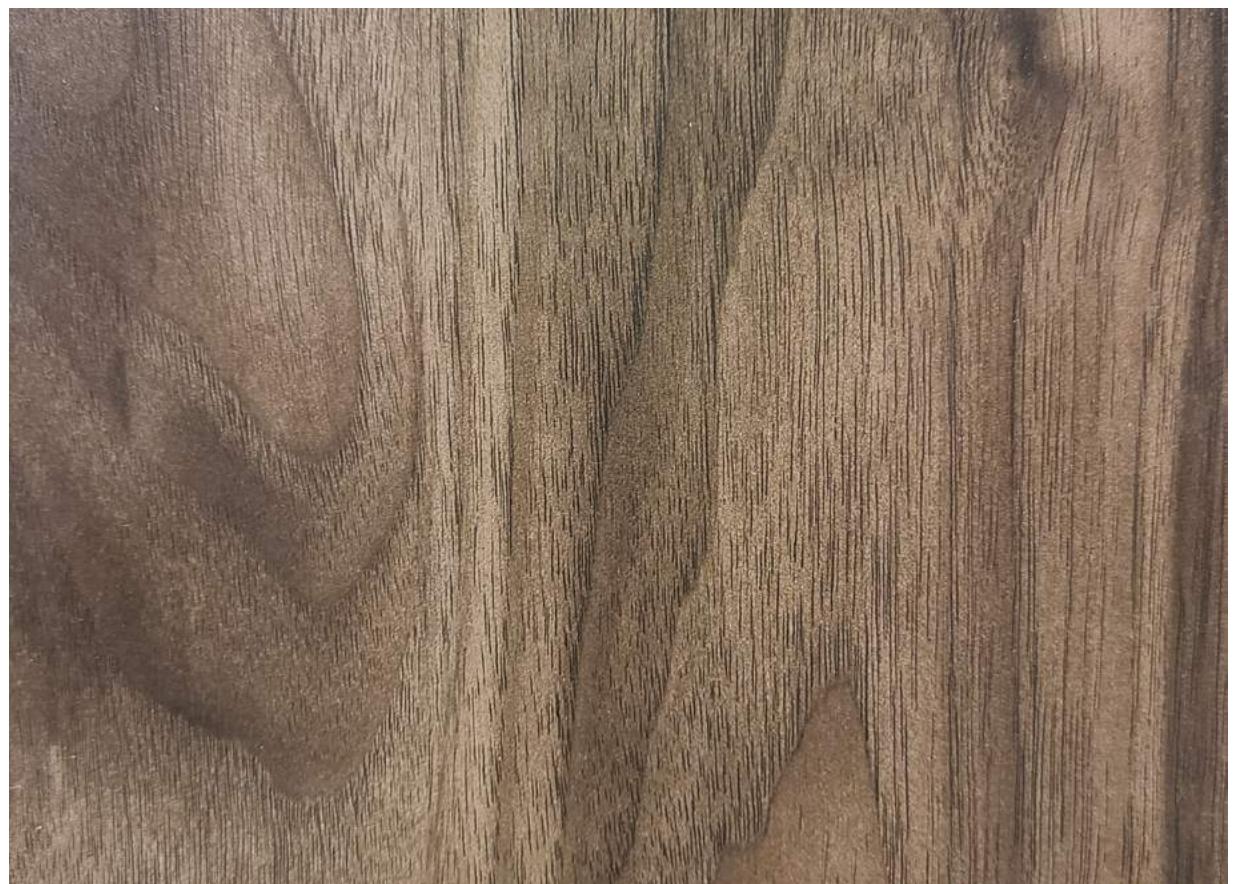
Complex 3D Models

These 3D models are considered difficult and include high-end materials, such as leather, and intricate details—curves, piping, stitching, knots, etc.



Ultra Complex 3D Models

These 3D models are of highest difficulty. They are custom 3D products with the highest complexity and detailing such as weaving and forging.



Texturing

When the modeling stage is over, it's time for creating and applying textures. Texturing defines the overall feel of the furniture piece. And we know how to create quality textures! You'll be pleased with how they look on your 3D models. Moreover, once we make a texture, we add it to your unlimited cloud storage on our online platform. This way, you will be able to add the texture to your future projects with just a couple of clicks.

To create high-quality textures, our 3D artists need photo references. Taking a good photo of a material sample is easy. All you need is to know a few things you will find in

this article.

- Simple - **\$30**
- Medium - **\$80**



Simple Texturing

Creating textures that don't require much fine-tuning. These are usually plain monochrome materials like metal, plastic, or glass.



Medium Texturing

Recreating materials with complex characteristics like graining, vintage materials, etc. Leather and rattan are the most common examples.



Silo Rendering

Silo renderings make great marketing materials. First and foremost, they are a must for e-commerce platforms and product pages. That's because they allow customers to see all the features, colors, and materials of a product without distractions. Moreover, silos are invaluable content marketing assets. For one can use them in social media posts, online and offline advertising, blogging, etc.

- 1 silo in 4K - **\$30**
- 1 silo in Full HD - **\$20**
- 6 silos in 4K - **\$150**
- over 100 silos — price reduction up to 50-70% for a render. The exact sum will be calculated individually



Corner View (3/4 Angle)



Front View



Side View



Back View



360 View



Component View



Hero Shot



Top View



Size & Proportion



Close-Up



Feature Callout



Product Set



Multi-Row 3D View



Indoor lifestyles

- Indoor lifestyle - **\$300**
- Outdoor lifestyle - **\$400**
- Stock lifestyle - **\$225**
- VIP stock lifestyle - **\$360**

**The cost of lifestyle rendering does not include 3D product modeling.*

All 3D models are estimated separately according to prices you can find in the 3D modeling section.

Indoor Lifestyle Types

Indoor

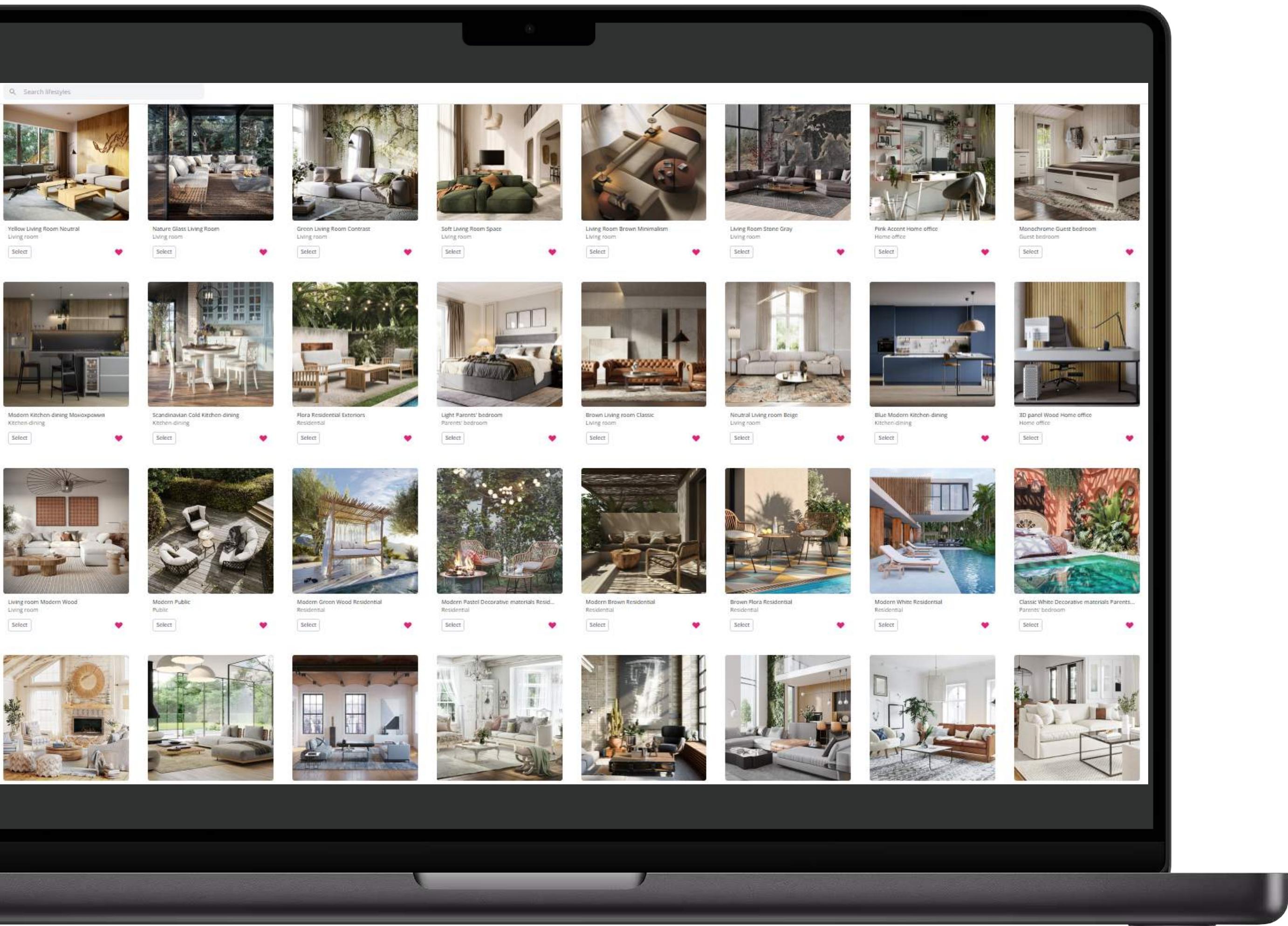
A lifestyle shows the products in an interior.



Outdoor

A lifestyle shows the products outside.



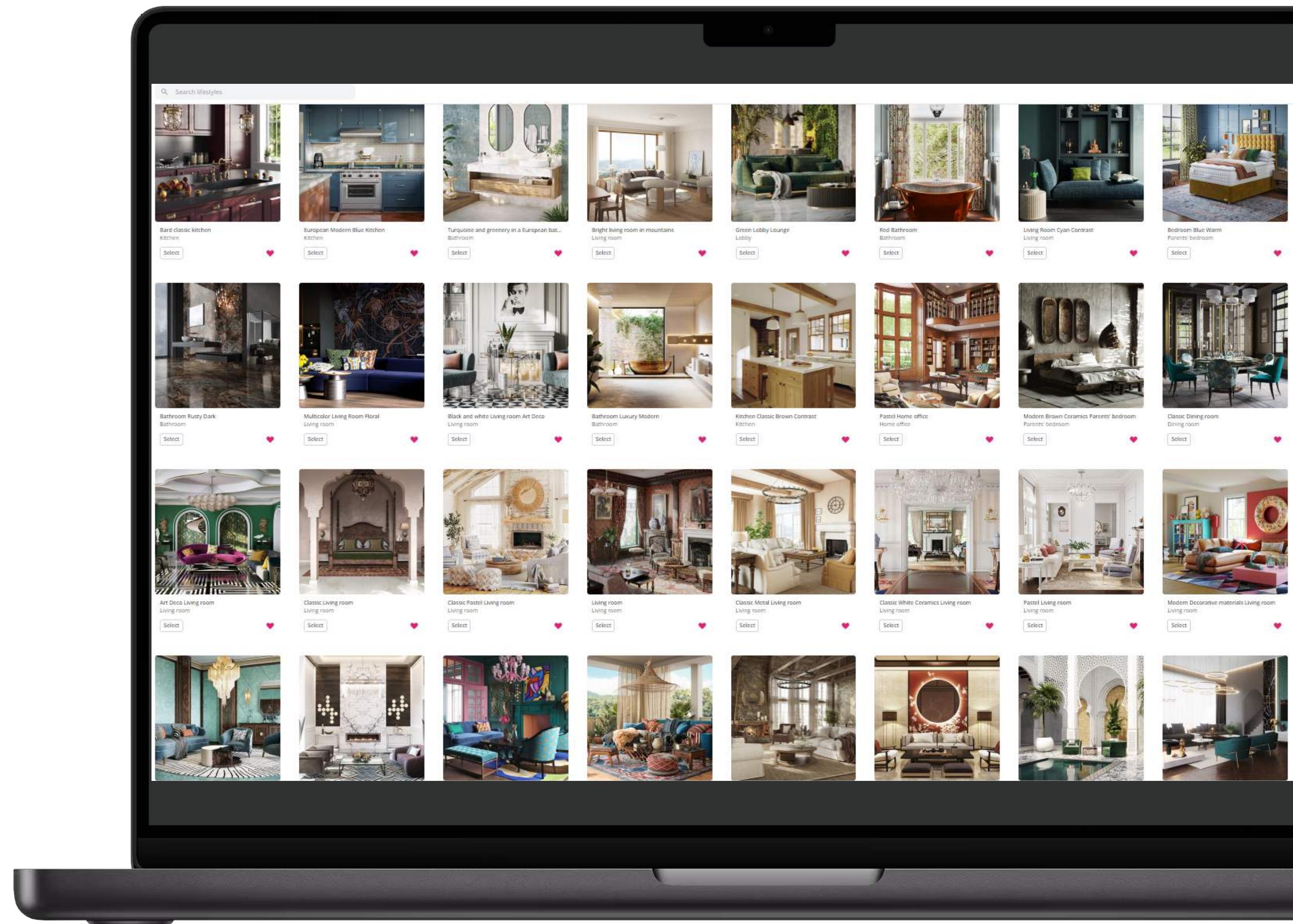


Stock lifestyles at \$225 each

Use templates from our stock of **4 432 lifestyle rooms** to get substantial discounts. You will get prime-quality images at \$225 each, with 2 review rounds and a possibility to change up to 30% of the scene. Please bear in mind that these scenes are available for use by all our clients.

Premium lifestyles at \$360 each

Use templates from our stock of 500 lifestyle scenes. Get unique lifestyles at \$360 each, with 2 review rounds and the possibility to change up to 30% of the scene. The scenes you buy will be exclusively yours: we'll remove them from our base after the purchase.





Services

CGIFURNITURE provides 3D visualization services within the short term and top quality. You can get any type of visual marketing materials by simply submitting photos/3D models/drawings/other references – and get perfect product pictures. Take a look at 3D products that can empower your success.



Please scan the QR code
to see the product in AR

360-Degree View

CGIFURNITURE can create interactive 360-degree views of your furniture pieces. This allows customers to explore the product from every angle, zoom in on specific details, and get a comprehensive understanding of the design and features.





Please scan the QR code
to see the product in AR

3D Modeling For AR

AR makes for an engaging user experience, gives customers more information about the product, and thus reduces the number of returns. The key to these benefits is a 3D model optimized for AR. The technology works seamlessly. First, the 3D model is uploaded to the hosting. The user scans the QR code with their mobile device and sees the product appear on the screen. AR works both on iOS and Android platforms.

- Simple - **\$60**
- Medium - **\$180**
- Complex - **\$270-\$420**
- Highly Complex - from **\$450**

When you order a 3D model for AR and a 3D model for 3D visualization, the former will cost 40% of the latter. This way, if the model for 3D visualization costs \$100, the price of the 3D model for AR will amount to \$40. The whole project will cost \$140



Simple 3D Models

Such models don't have a difficult geometry or lots of details such as curves or stitching. These can be wooden or metal chairs, credenzas, benches, tables of simple forms.



Complex 3D Models

These 3D models are considered difficult and include high-end materials, such as leather, and intricate details, such as curves, piping, stitching, knots, etc.



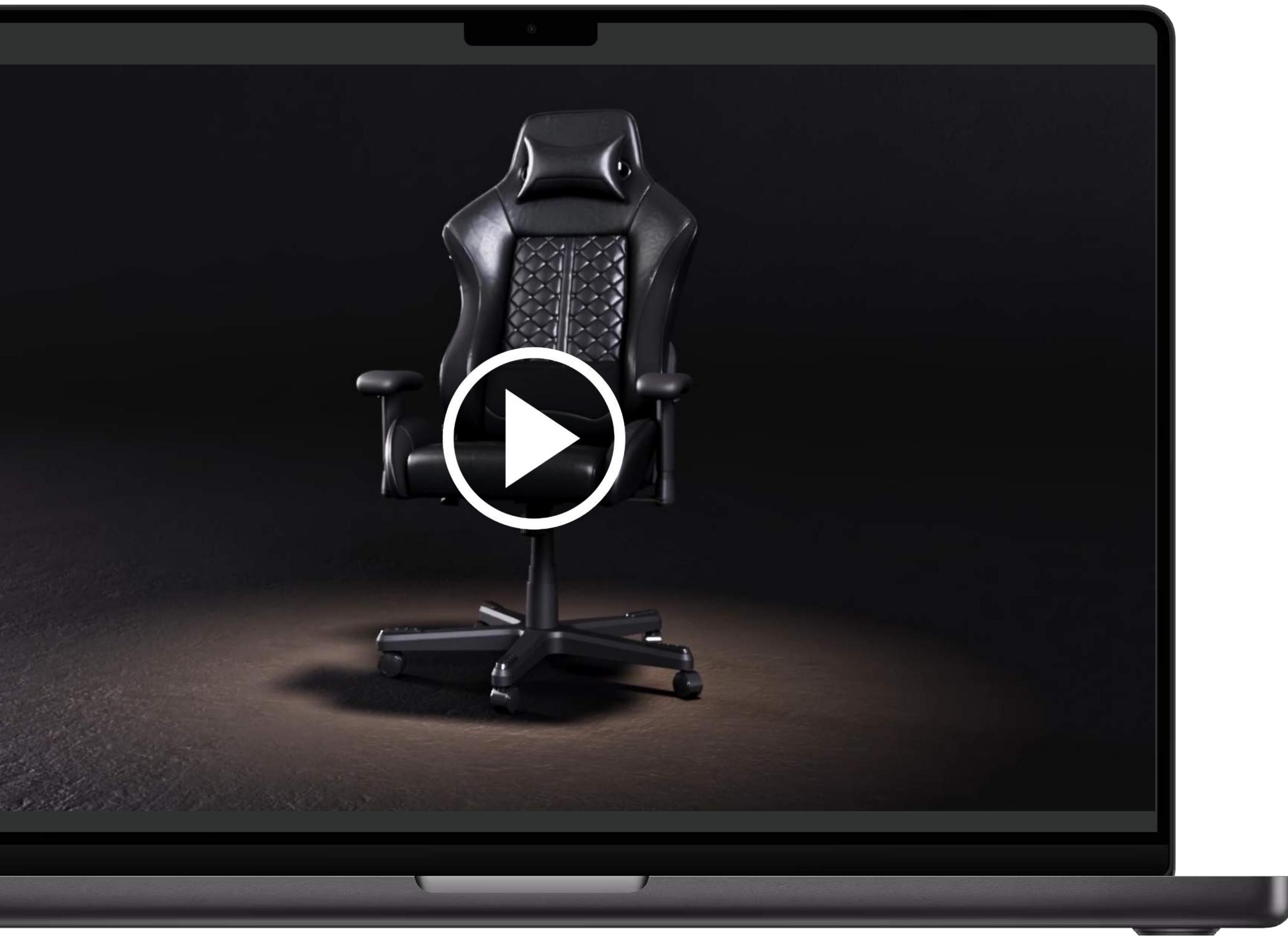
Medium 3D Models

Medium 3D objects are a bit more complicated as they have more complex geometry forms and high-quality textures.



Highly Complex 3D Models

These 3D models are of highest difficulty. They are custom 3D products of the highest complexity and with intricate detailing such as weaving and forging.



Promo Animation

For a CG video of 30 seconds and more,
the standard cost is \$90 per second.
This price includes Full HD
1920 x 1080px resolution.

Sample on a video cost:

*3D modeling for animation: \$700
Video 27 seconds x \$90 = \$2430
Total: \$3130
TAT: 3 weeks*

Installation Animation

- shows all product features in action
- illustrates the assembly/installation process
- attracts attention

Sample on a video cost:

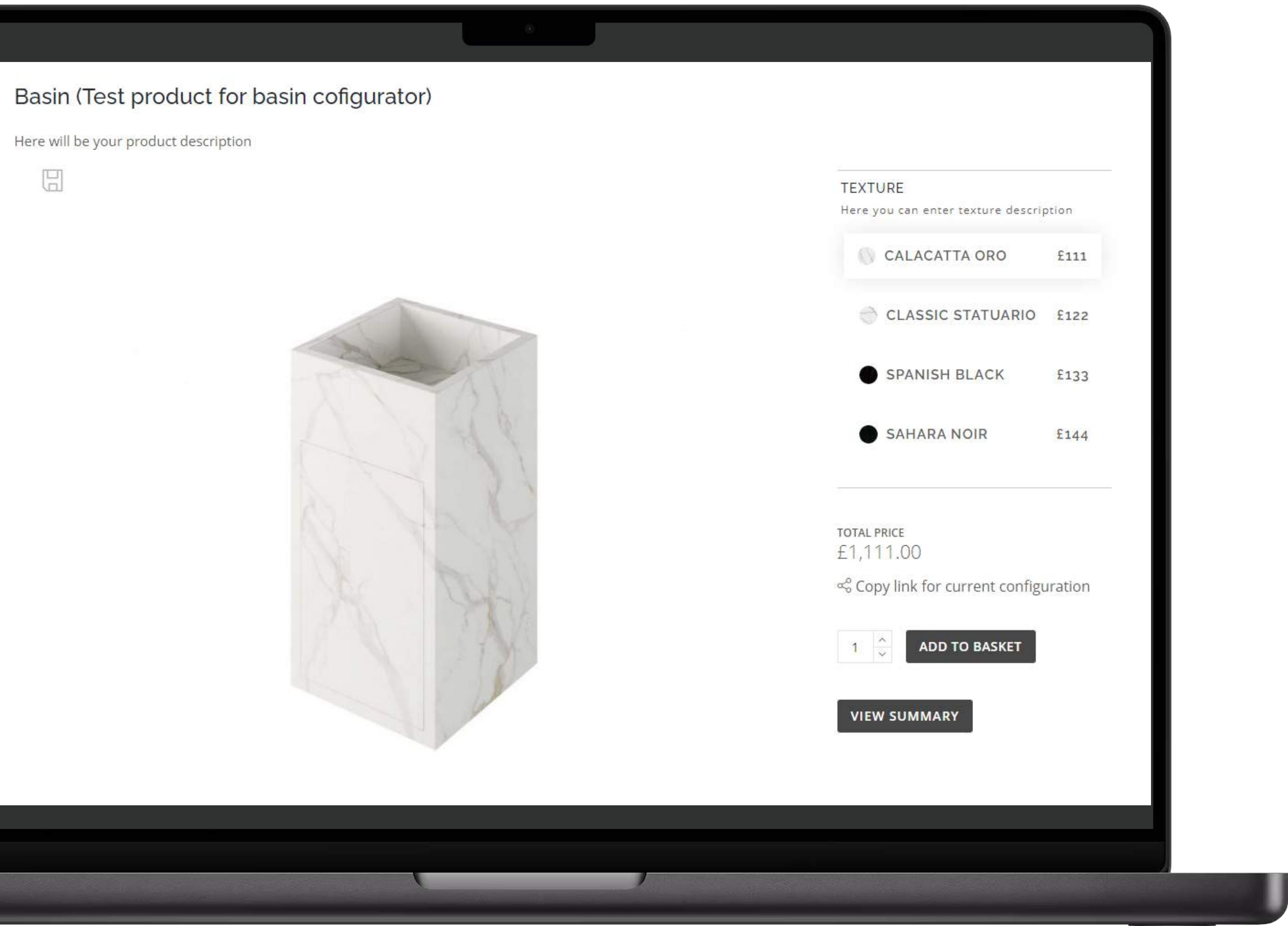
3D modeling for animation: \$300

Video 30 seconds x \$30 = \$900

Total: \$1200

TAT: 2 weeks



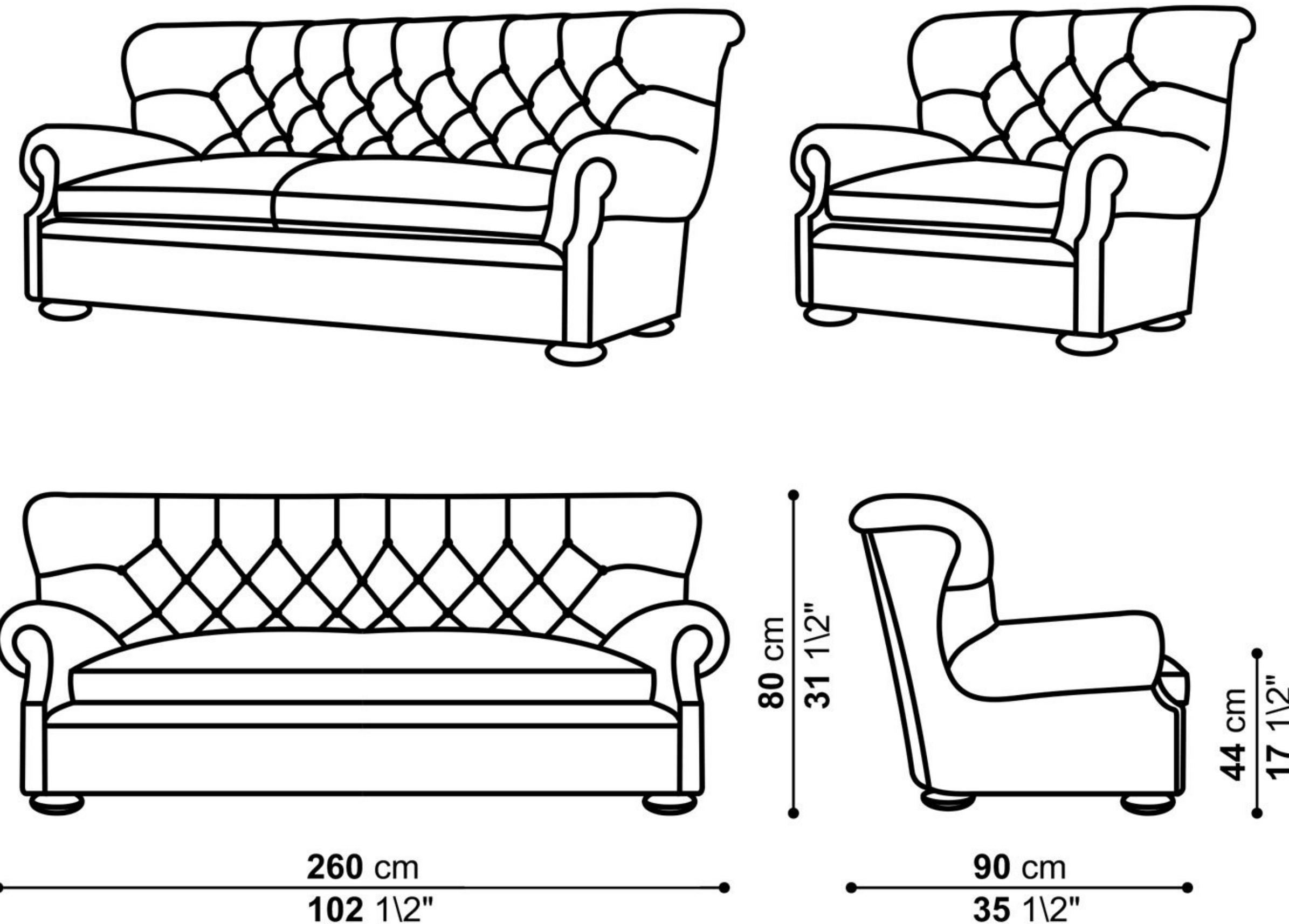


Product Configurators

With CGIFURNITURE's services, you can offer product configurators on your website or online platforms. This interactive tool enables customers to customize various aspects of the furniture, such as color, fabric, size, and configuration.

Wireframe Model Drawing

Wireframe models demonstrate the size and dimensions of a product. They are used on websites and in catalogs for customers to understand the product's configuration. Also, they are appreciated by designers and architects who show them to the end client before submitting the project.



Furniture Categories for lifestyle 3D renders





3D visualization for Upholstered Furniture



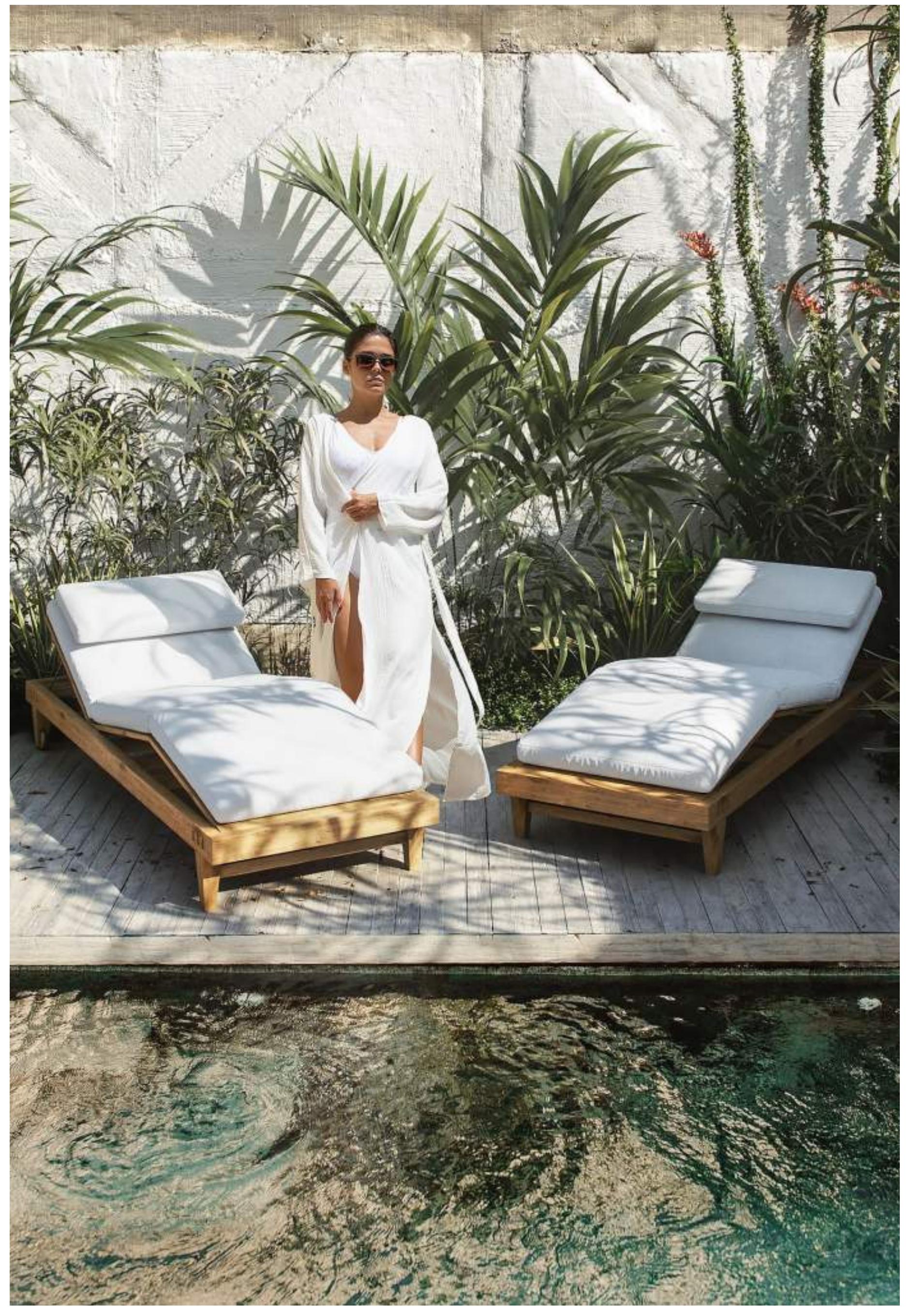




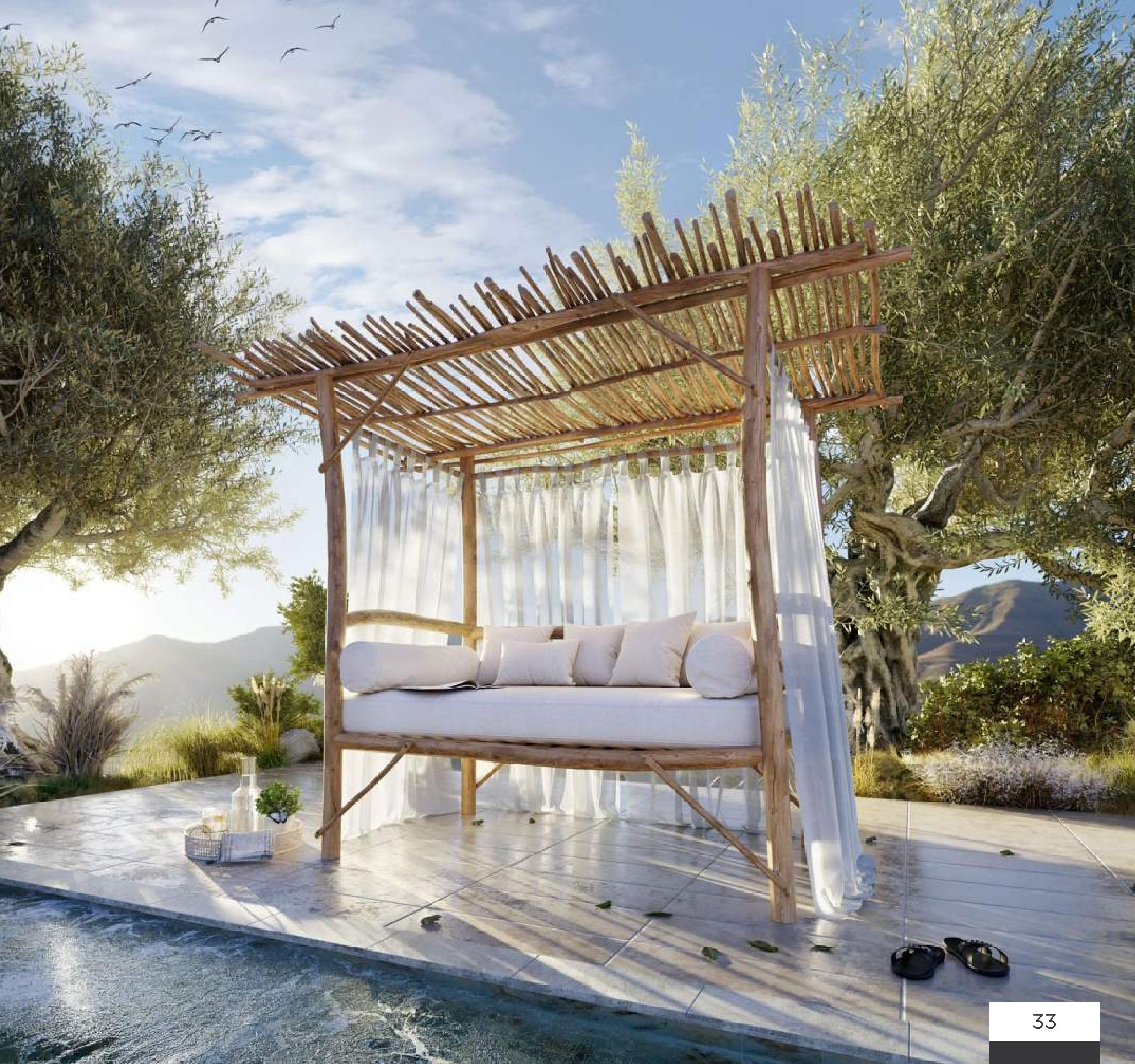


3D visualization for Outdoor Furniture









Bedroom Furniture Rendering











Kitchen Furniture 3D Visualization

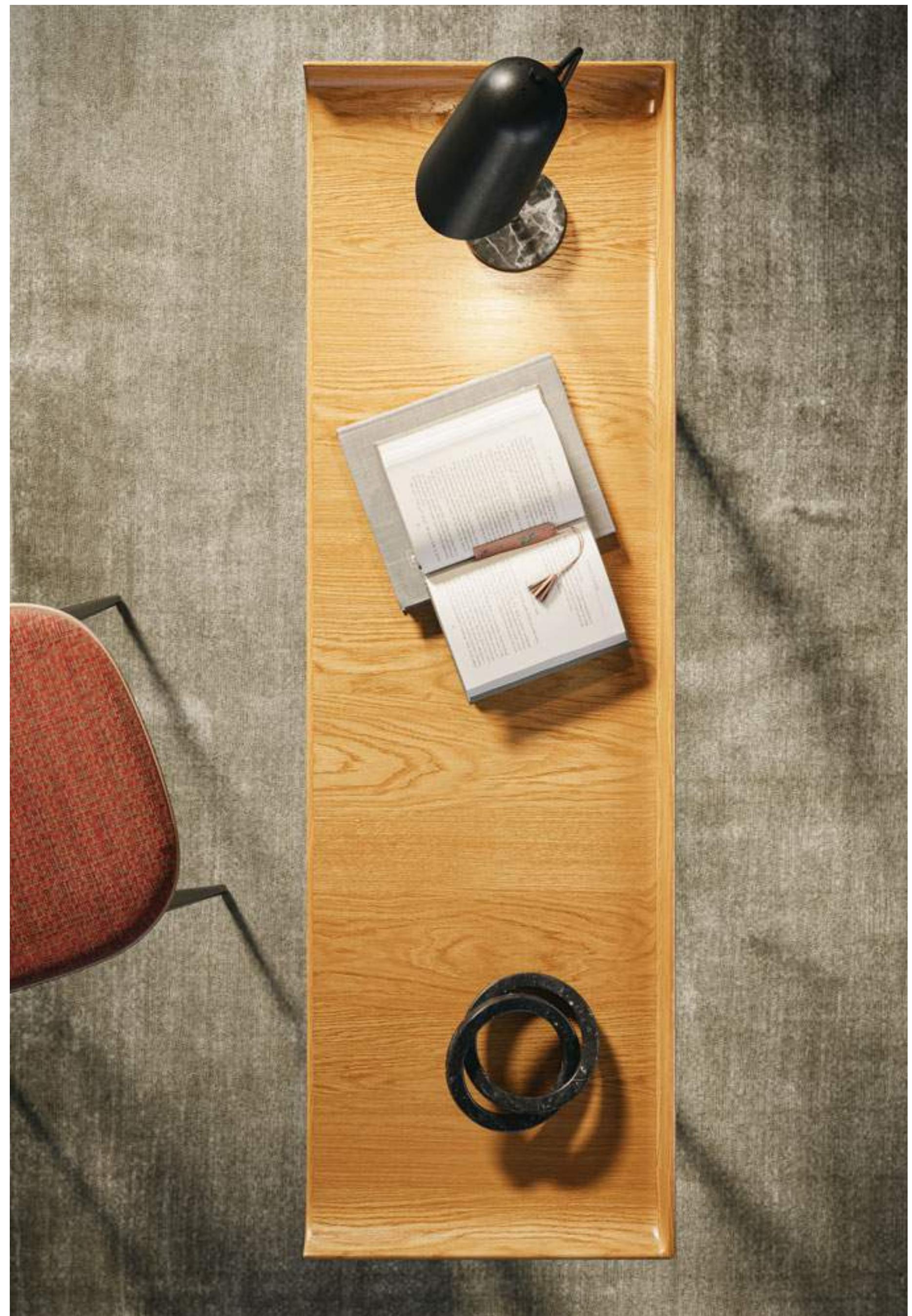






Office Furniture Rendering



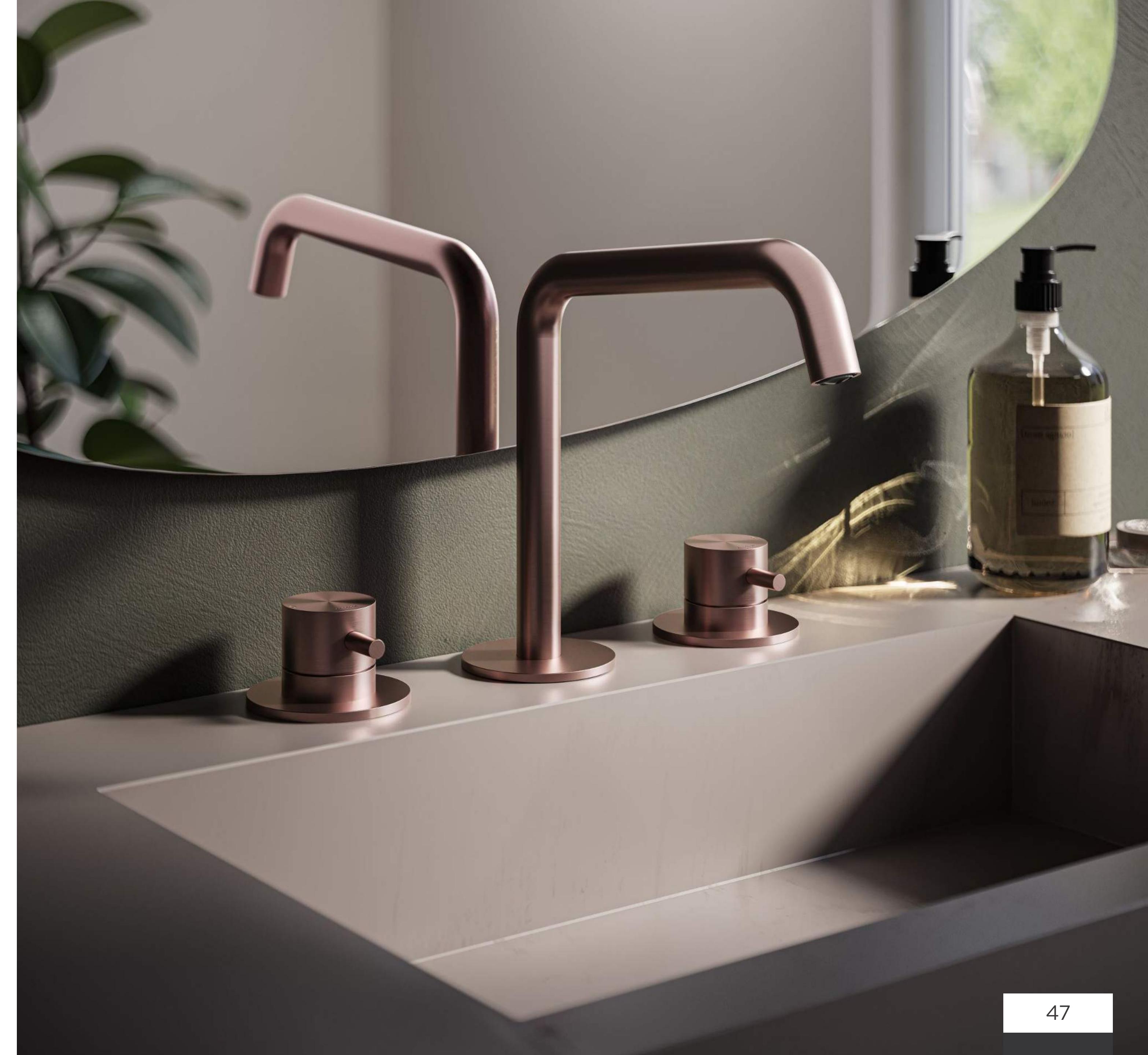






Bathroom Products CGI









3D Rendering for Kitchen Appliances









3D Rendering for Lighting Products











3D Rendering for Cabinet Furniture

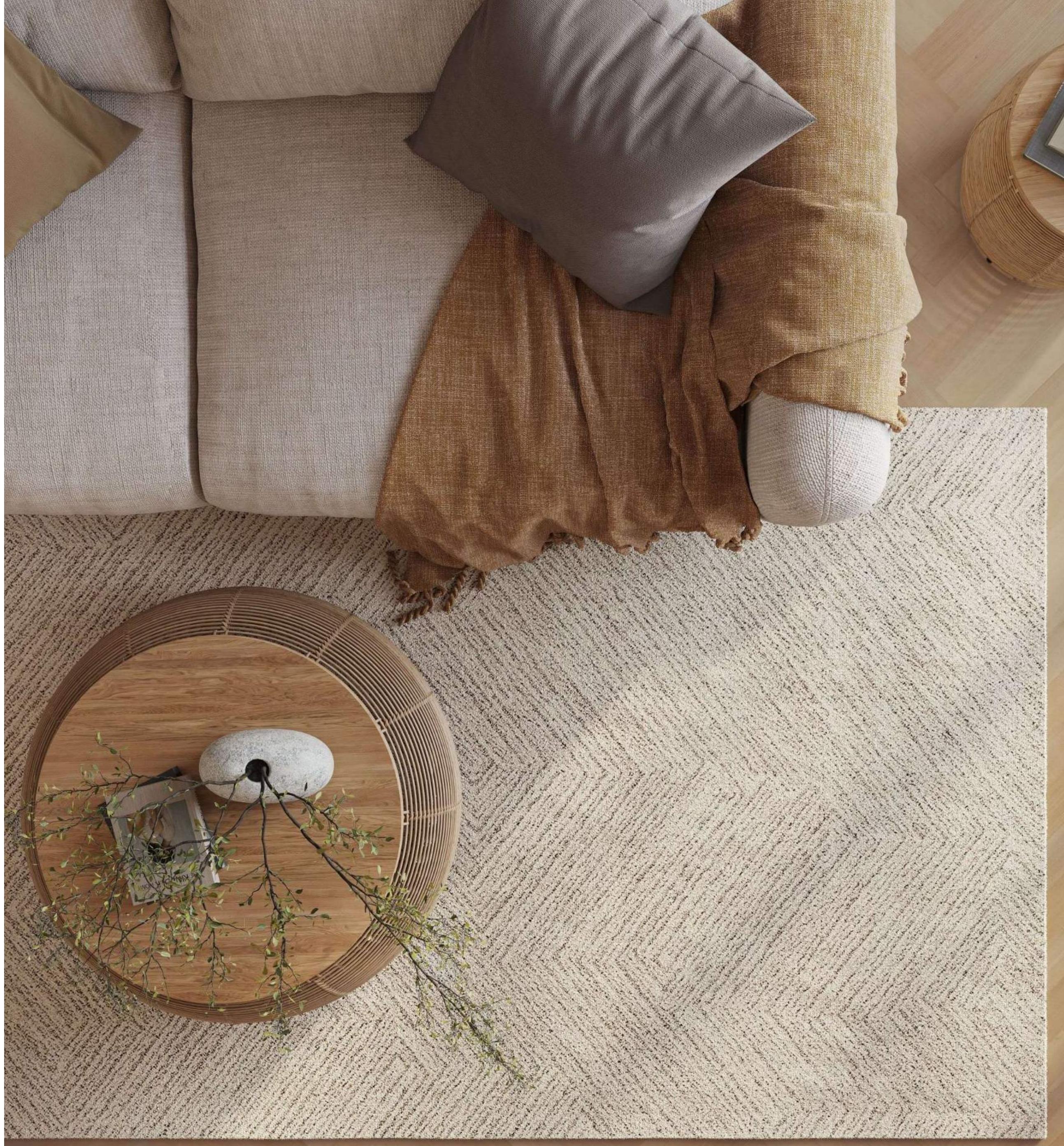
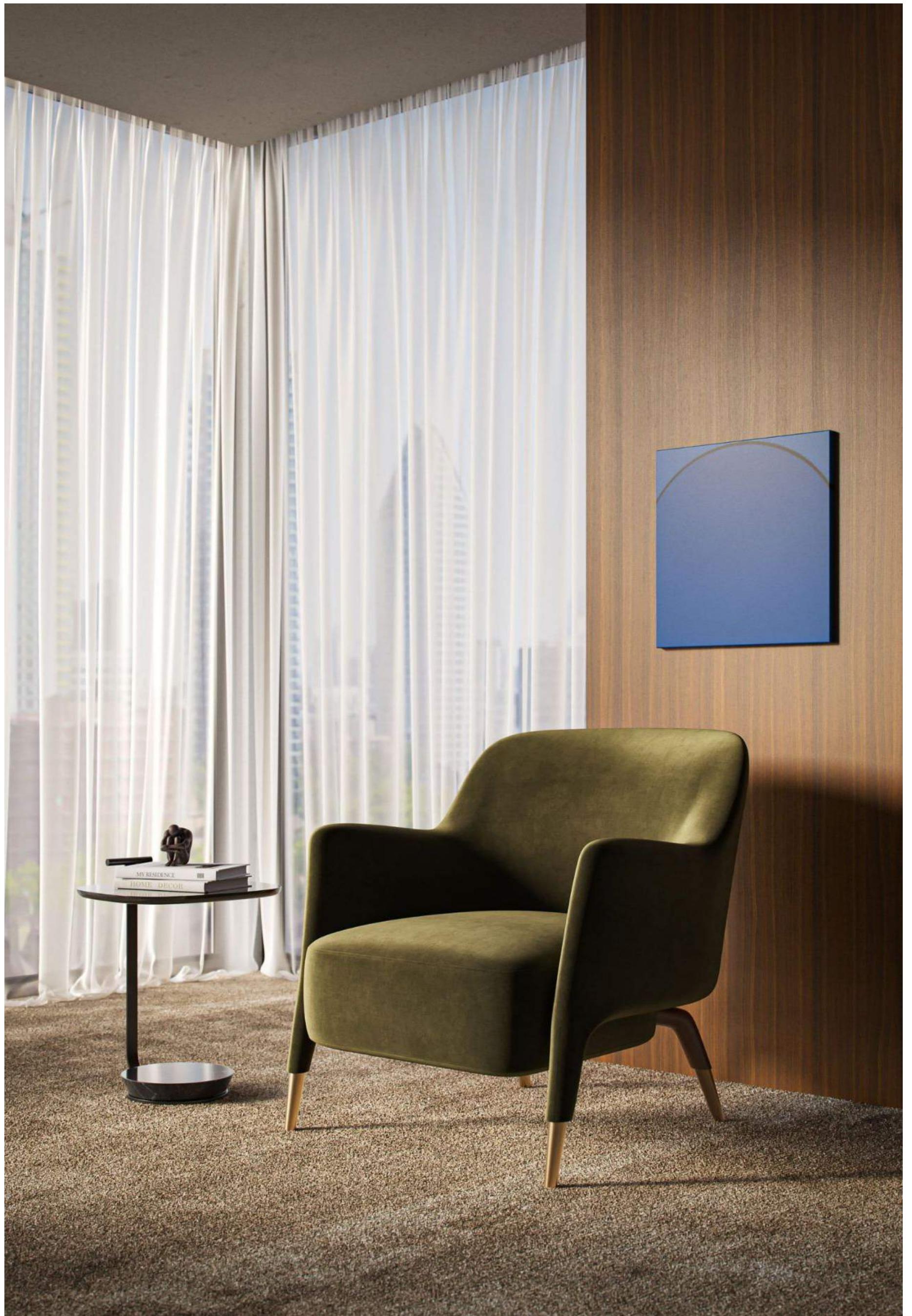






3D Visualization for Rugs and Carpets









3D Rendering for Wooden Furniture









Flooring 3D Rendering

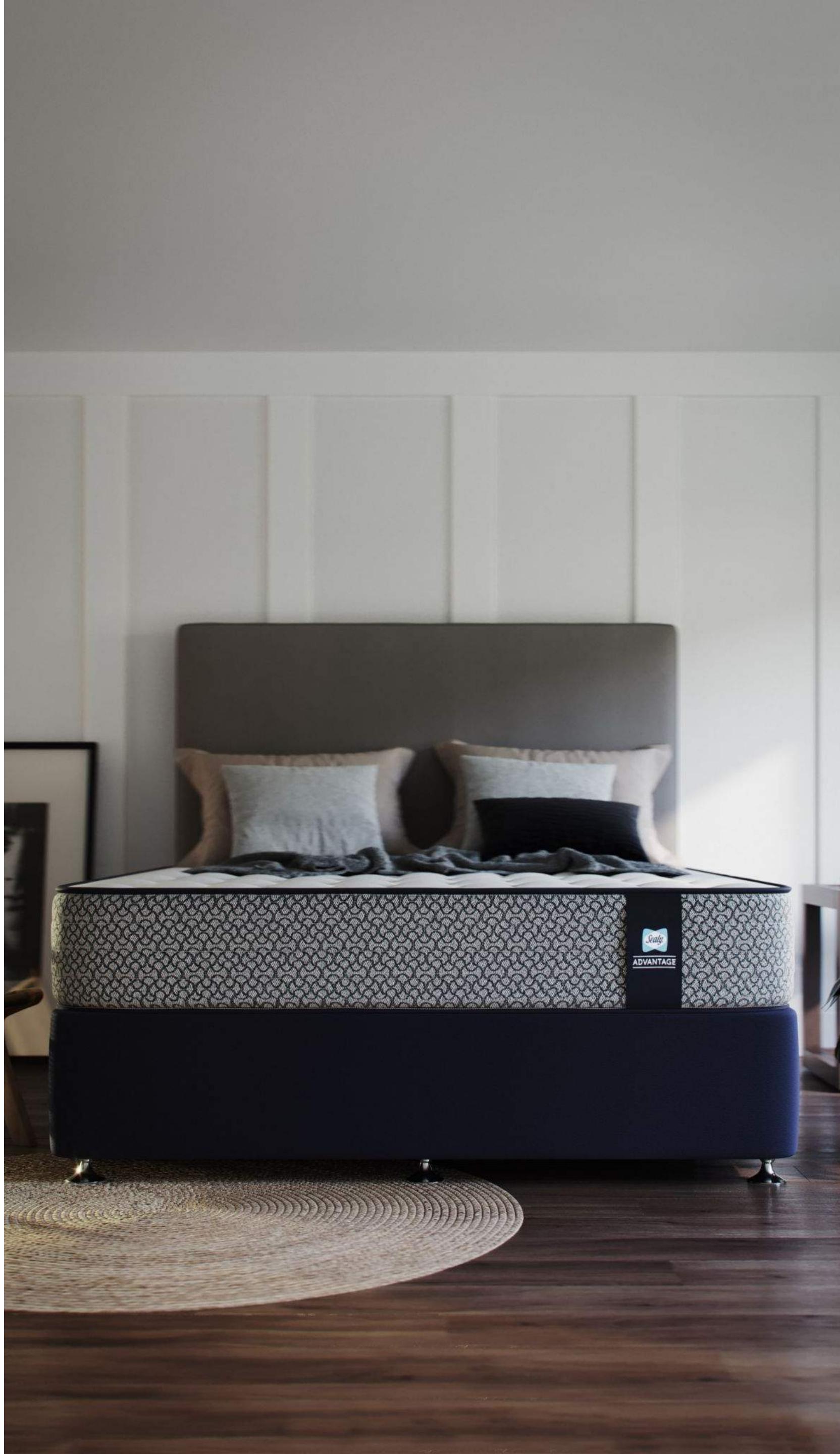






Mattress 3D Rendering





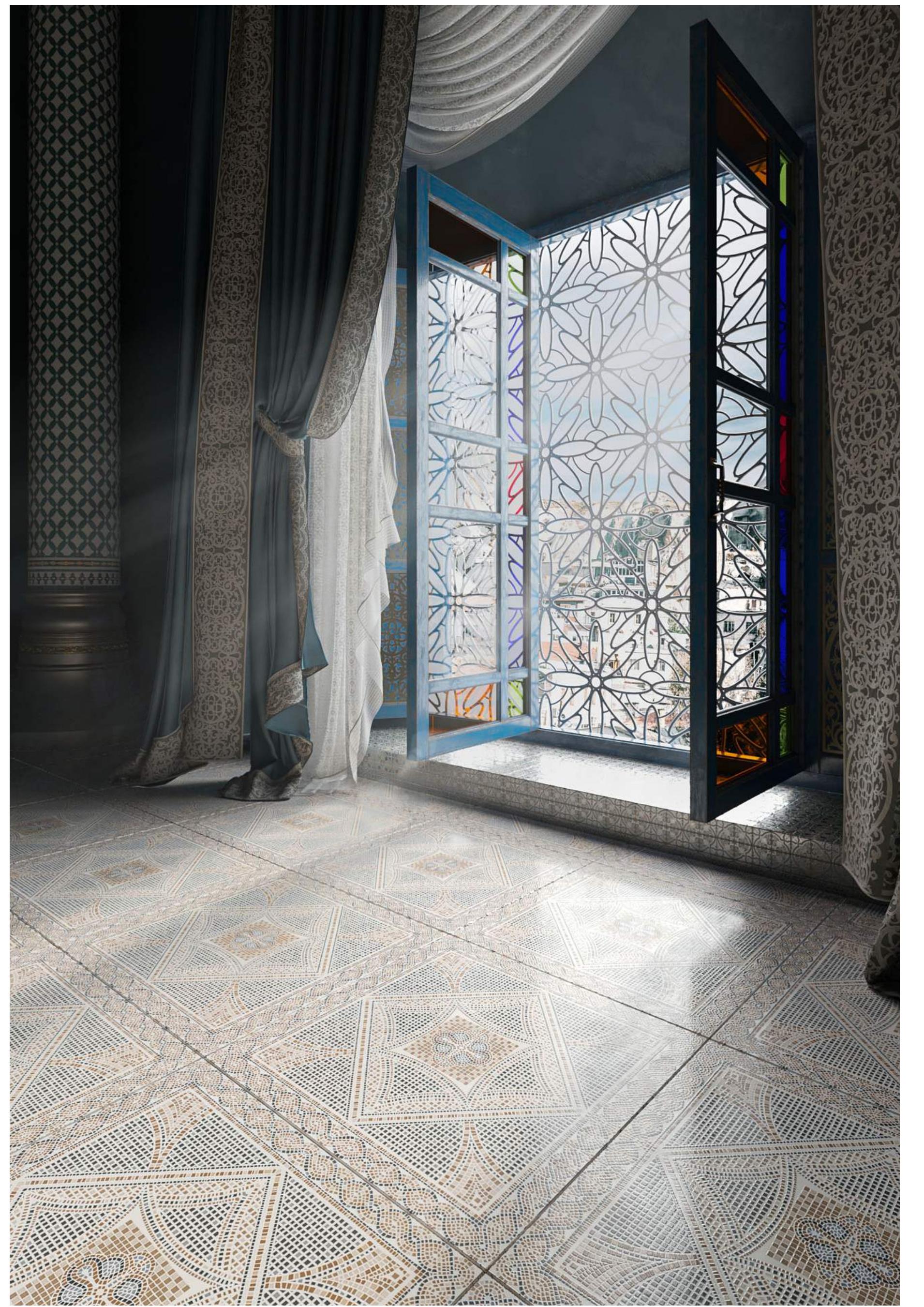


3D Rendering for Tiles and Mosaics









Fabrics 3D visualization











3D visualization for Wall Coverings





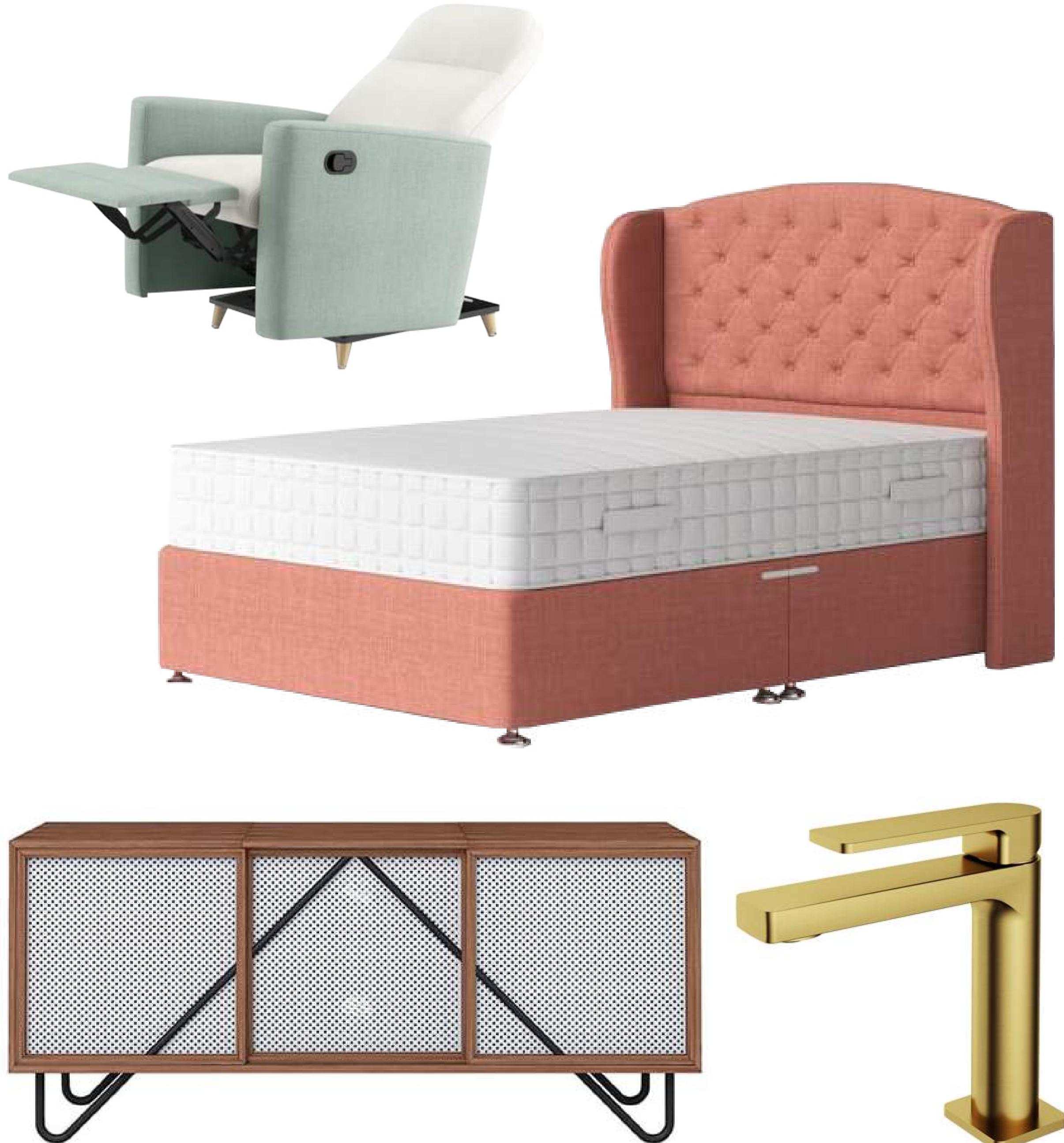


Silo Product Rendering Types



Silo Hero Shot

A powerful sales classic. It shows products on a white, off-white, grey, or transparent backdrop. Such neutral backgrounds make it easy to place the image on web product pages, print and online catalog pages, presentations, email newsletters, etc.



Silo Group Shot

It shows the variety of products and how products complement each other. This way, it is easier for the shopper to choose from design variations and find matching items for a complete look.





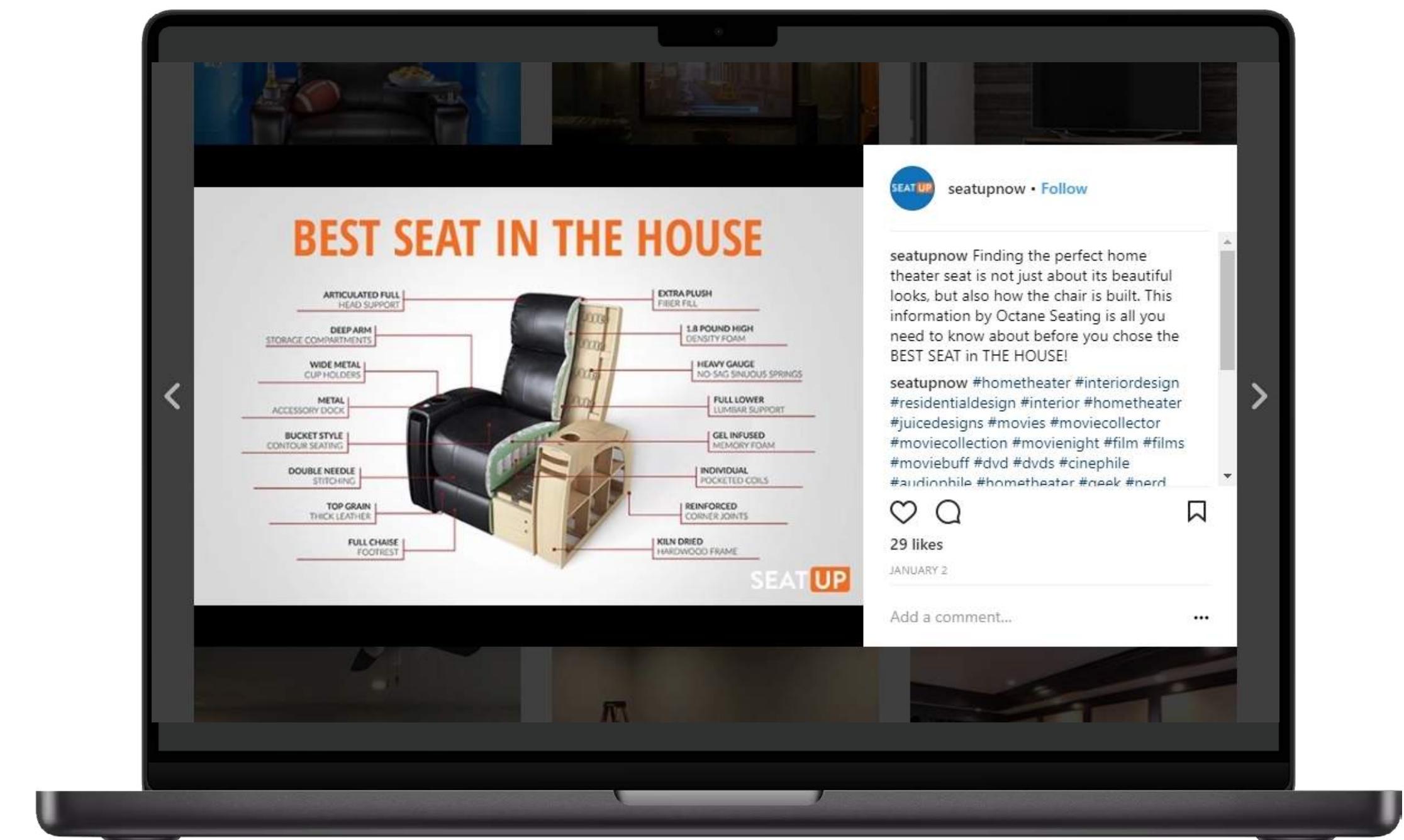
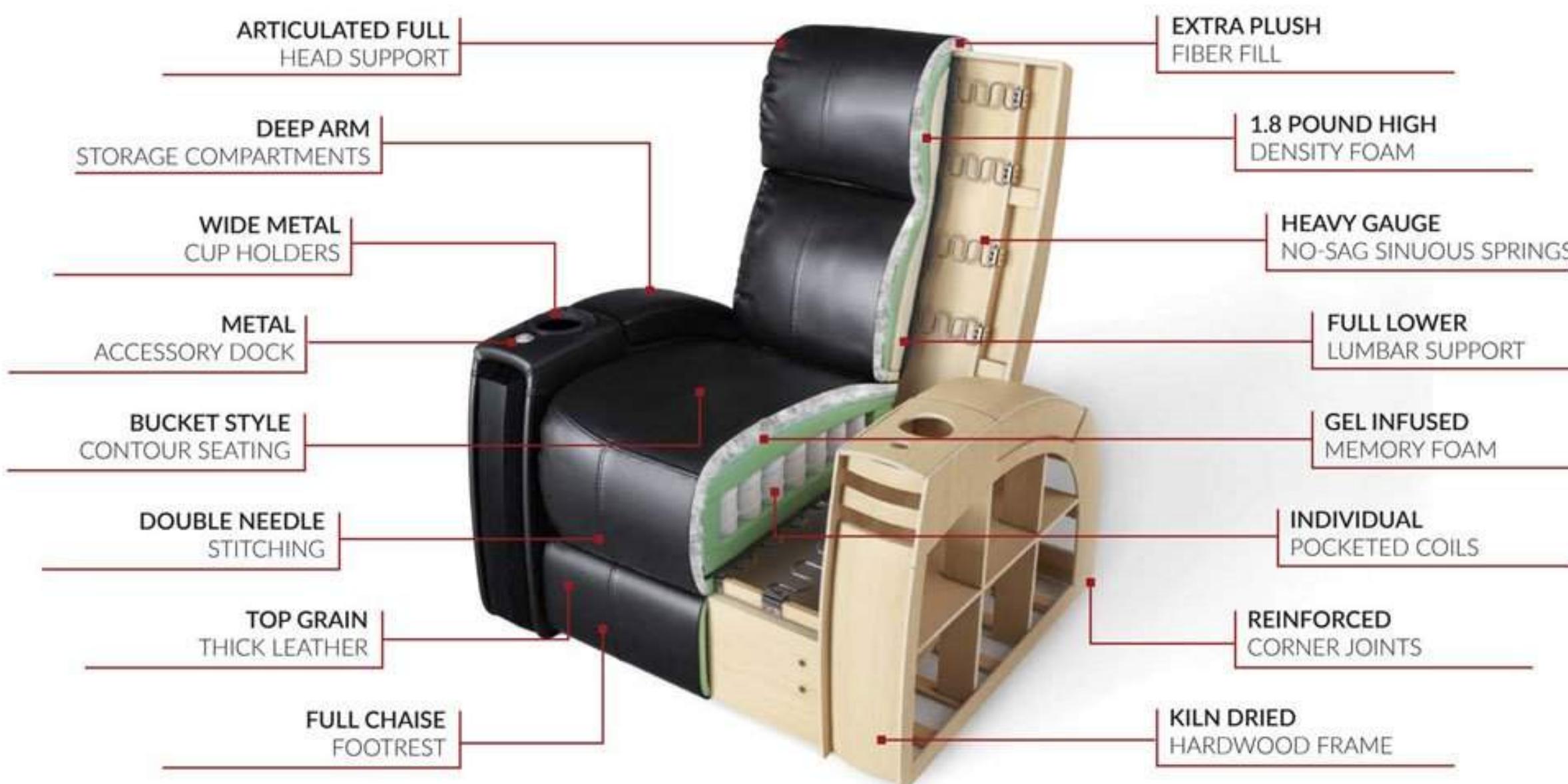
Silo Close-up

A silo close-up product render captures the essence of the product with remarkable detail and precision.

Product Cutout Silo

The shot demonstrates the inner structure and materials of the product.

This way, shoppers what makes the product special in terms of quality.



Silo Exploded View

An exploded view 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.



Product Silo with Dimensions



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.

Lifestyle Product Rendering Types



Individual Product Lifestyle

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



Group Lifestyle Shot

The image shows a set of products. This allows buyers to see different options in one lifestyle image and compare them easily.



Colorways Lifestyle Image

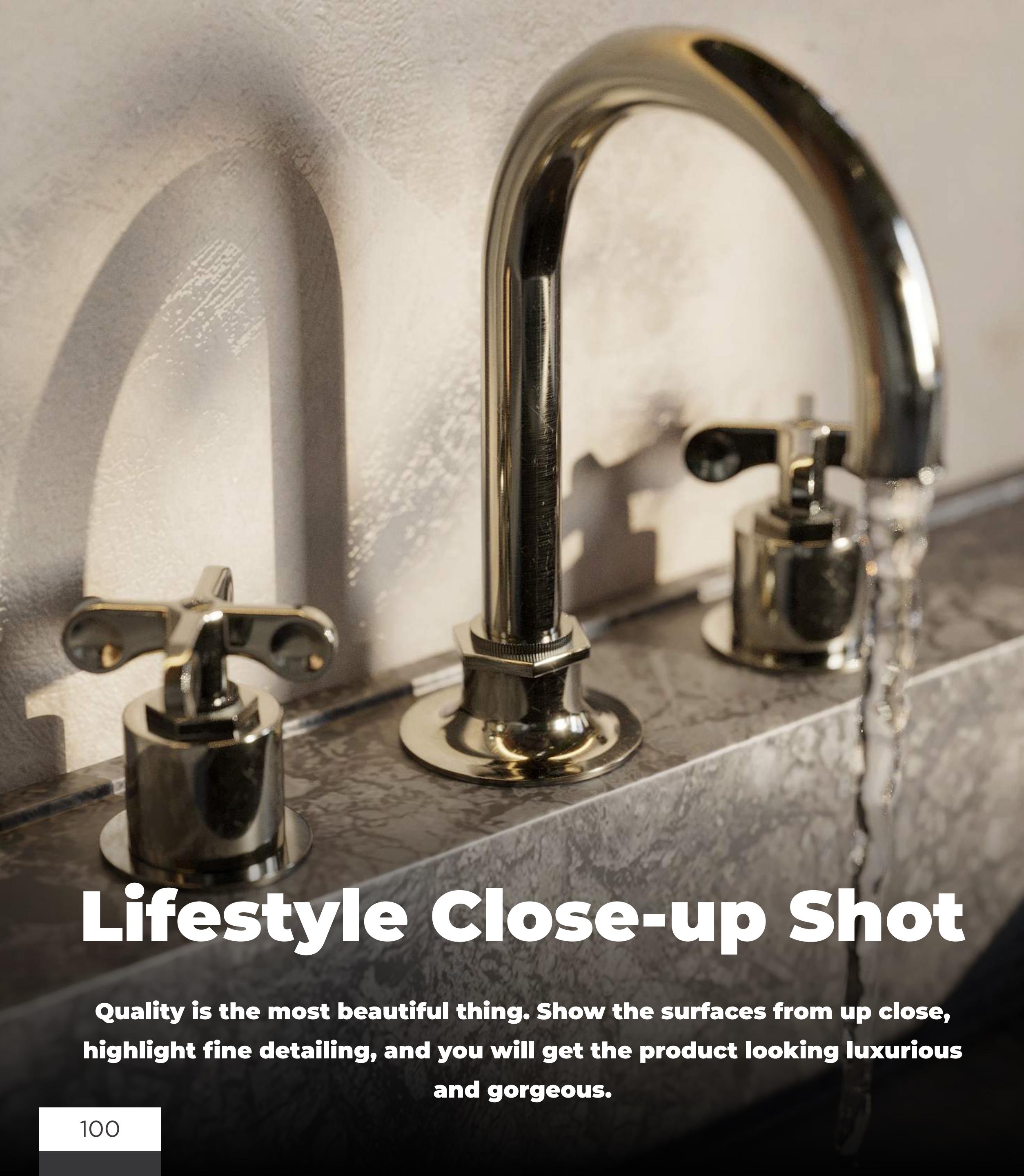
Such images let viewers discover color variations of the same product. Lifestyles for product variations help prospects choose the options they like best and inspire them to combine products for a custom look.



Scale Lifestyle Image

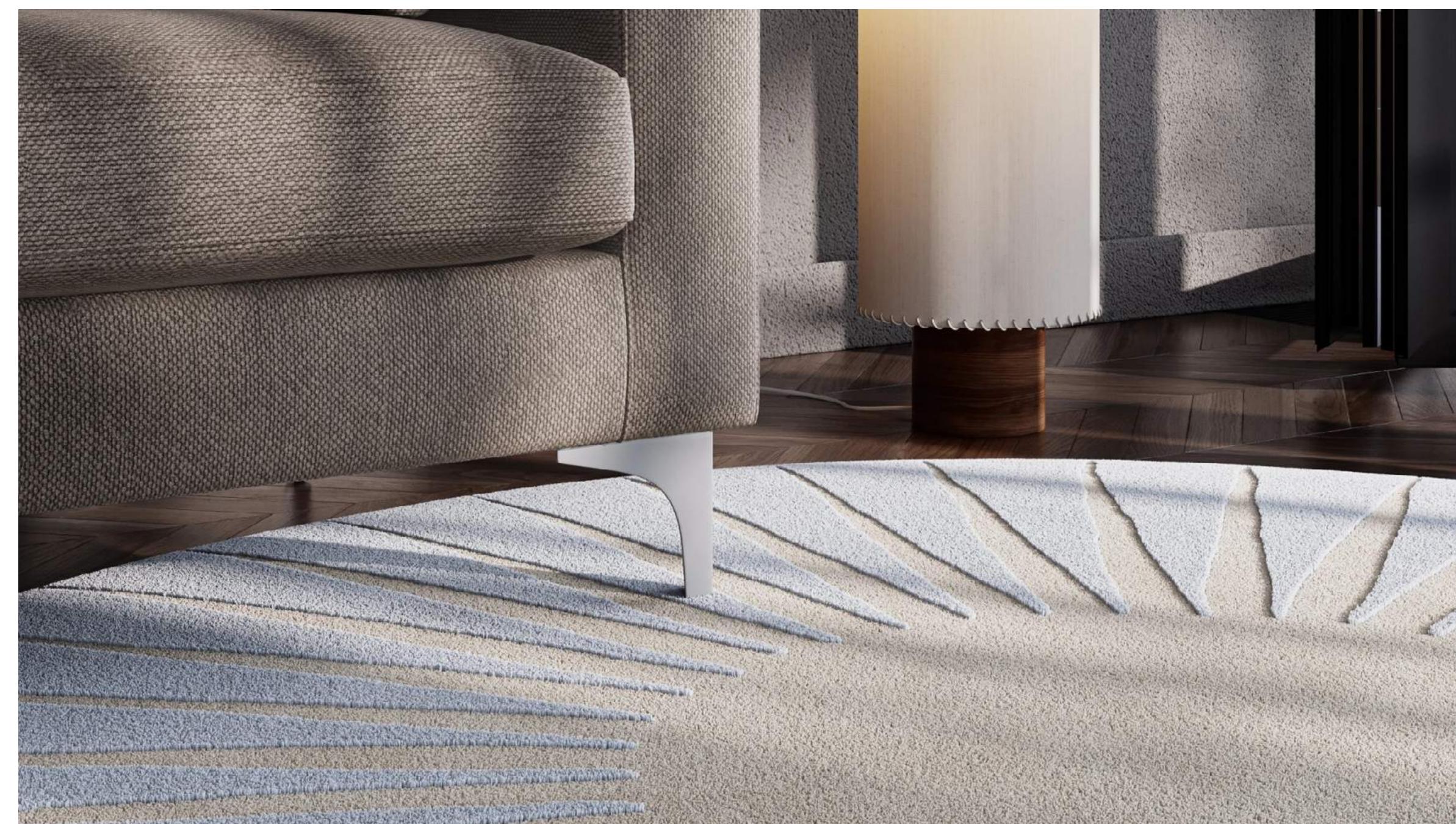
Such images showcase the product surrounded by other objects which helps to understand its dimensions better.





Lifestyle Close-up Shot

Quality is the most beautiful thing. Show the surfaces from up close, highlight fine detailing, and you will get the product looking luxurious and gorgeous.



Concept Lifestyle Shot

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.





Motion Lifestyle CG Image

Motion lifestyle is a 3D rendering that includes motion. The latter may come from the product, props, people, etc. The lifestyle may be based on ideas like water splash, frozen motion, “a second before”, etc.

Design variations lifestyle image

Design variation lifestyle shows the effect of each color, configuration, or design option of the product in the interior settings. This will help customers decide to buy and get more satisfaction out of the purchase.



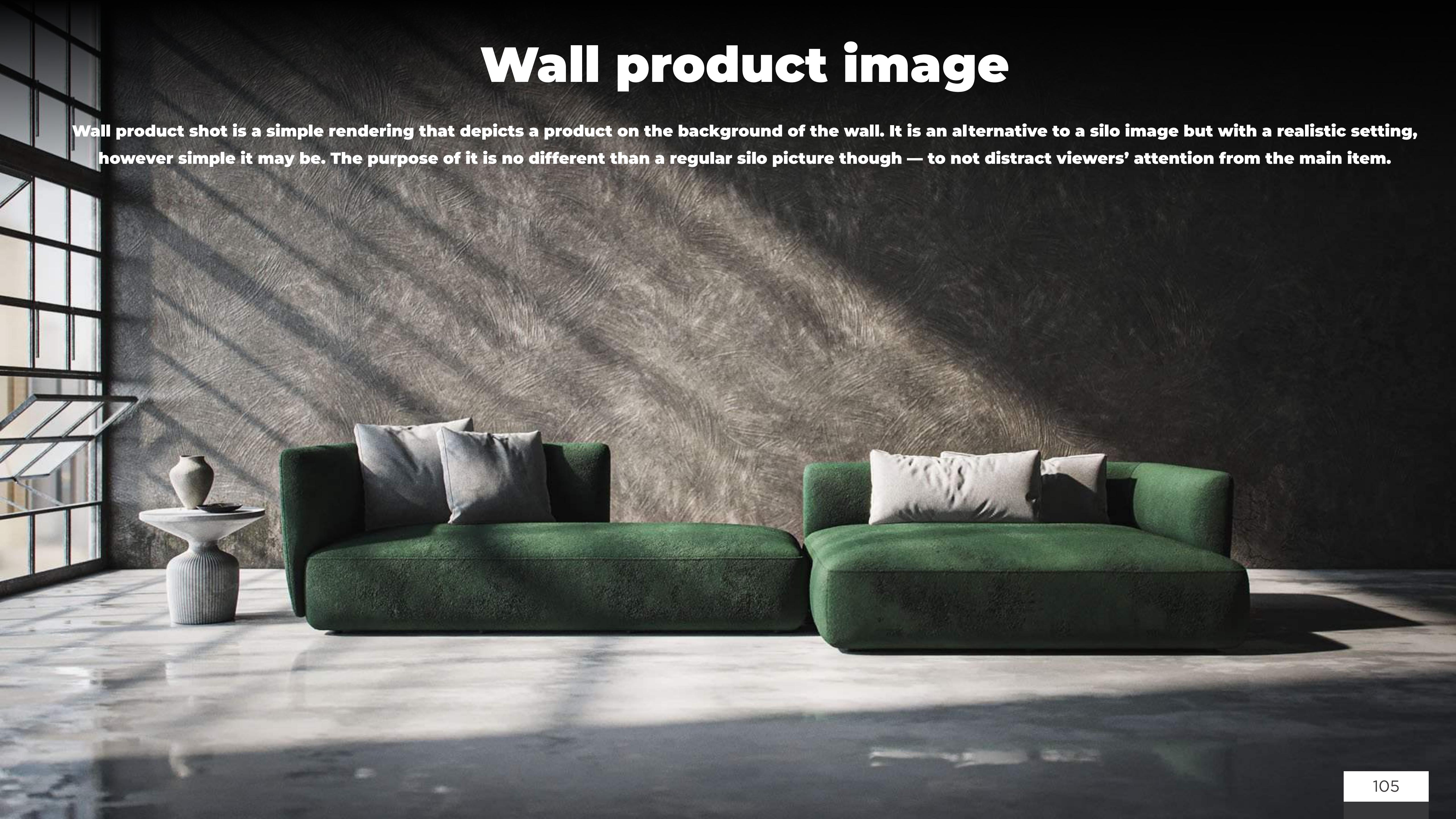
Flat-lay Product Image

The most important feature of the flat lay image is the layout of items that could be parts of the product or elements of the product set. This way, a manufacturer demonstrates all components of product design but in a more creative way.



Wall product image

Wall product shot is a simple rendering that depicts a product on the background of the wall. It 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.



Photoreal Imagery with People



Feature lifestyle 3D Shot

Feature lifestyle is an image focused on a certain product feature. This way, manufacturers can show e-shoppers the competitive edge of a product on all the marketing channels.

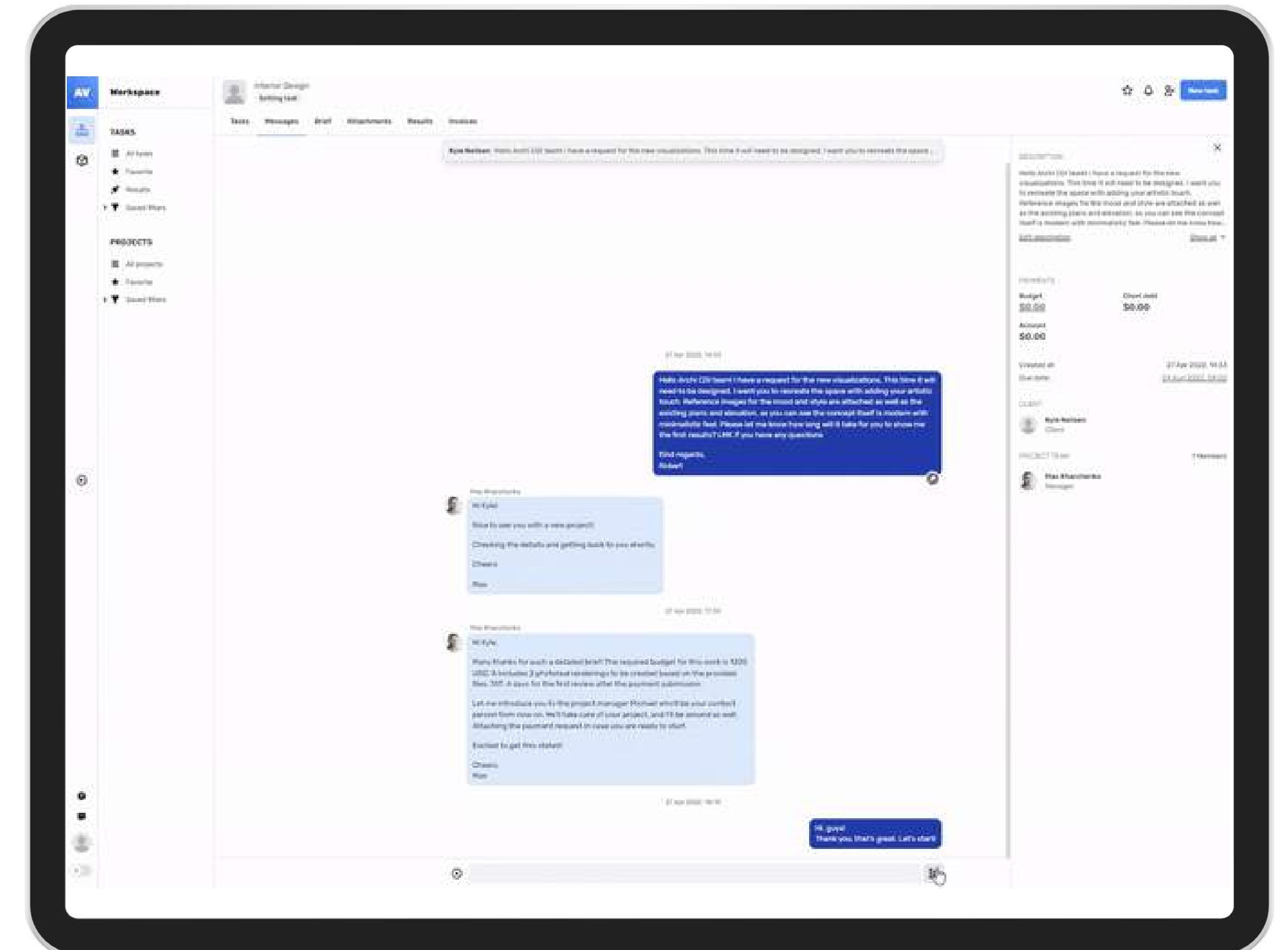


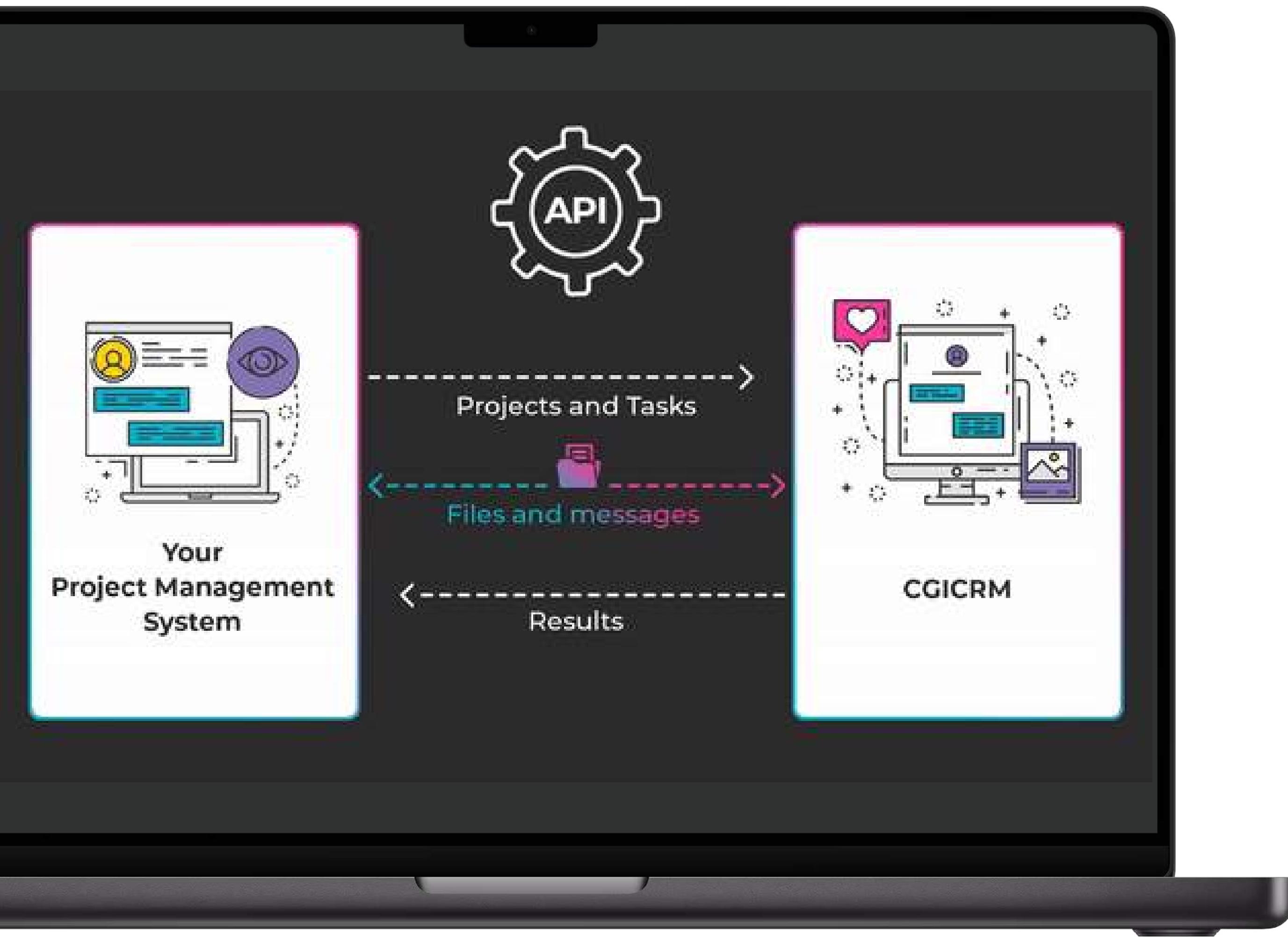
why Choosing CGIFURNITURE?



Easy Communication Platform

- Create projects and tasks
- Choose 3D models and lifestyles from the library
- Communicate with your CGI team
- Check intermediate results
- Manage expenses for CGI services
- Store project files
- Share project files with colleagues.





API Integration

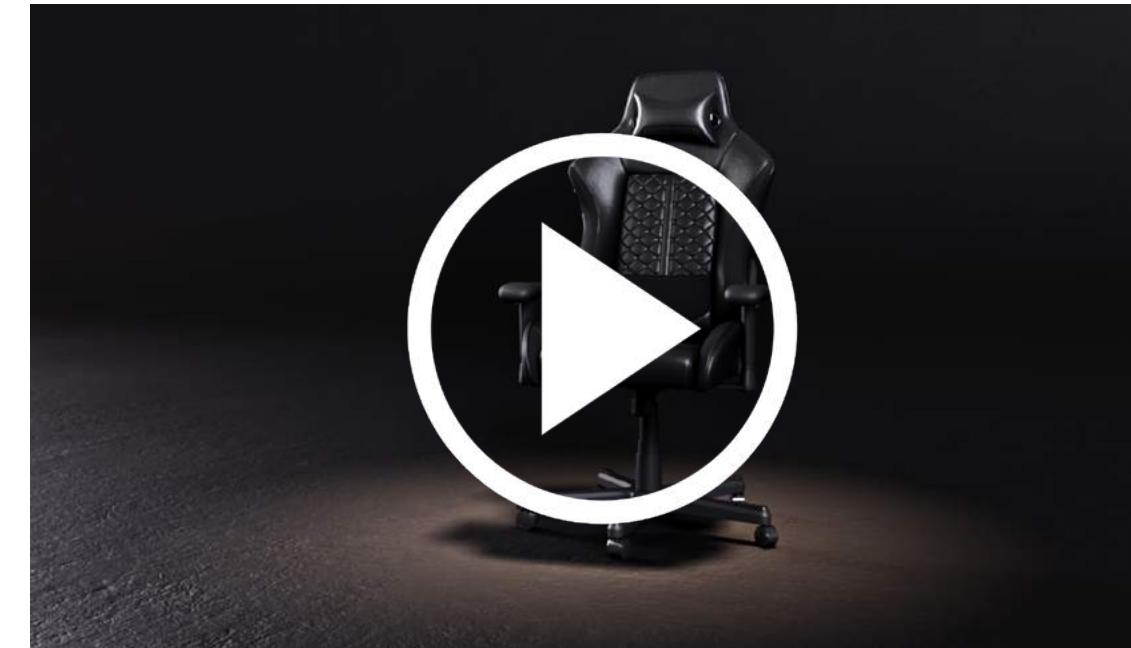
All project files and communication are safely stored in CGICRM with OpenAPI. We can integrate it into your current CRM system, so you manage 3D visualization projects as you do now. As a result, you will get all project updates and final files in a familiar interface.

Uses of CGI in Product Marketing



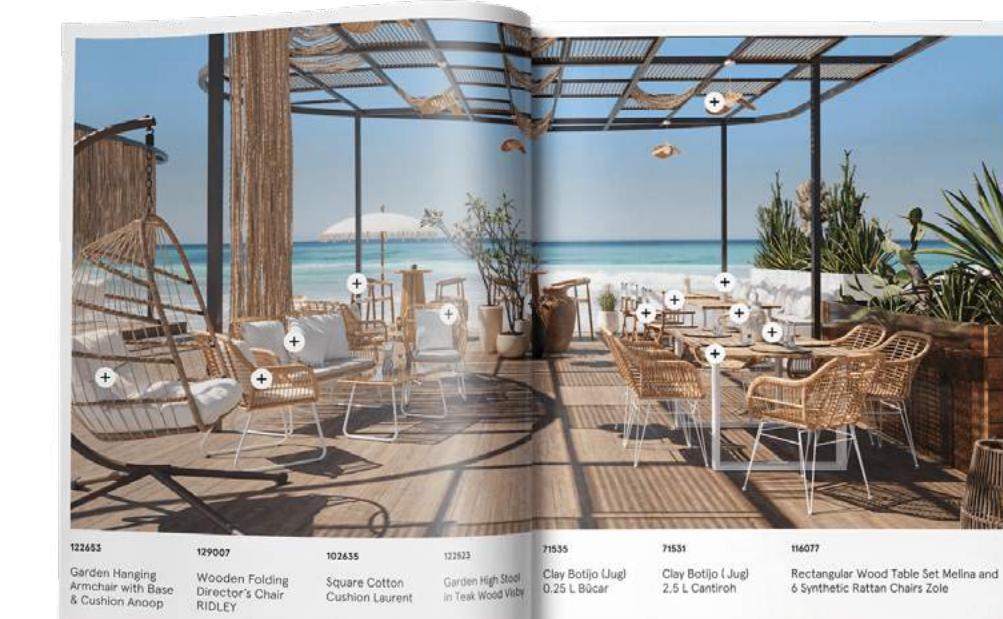
E-COMMERCE WEBSITES

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 cgi provides imagery for digital and outdoor advertising, photoshoot-free. This way, CGI allows for implementing any concept and doesn't require any stage construction. And that for any concept and format, from online banners to billboards ads.



PRINT COLLATERAL

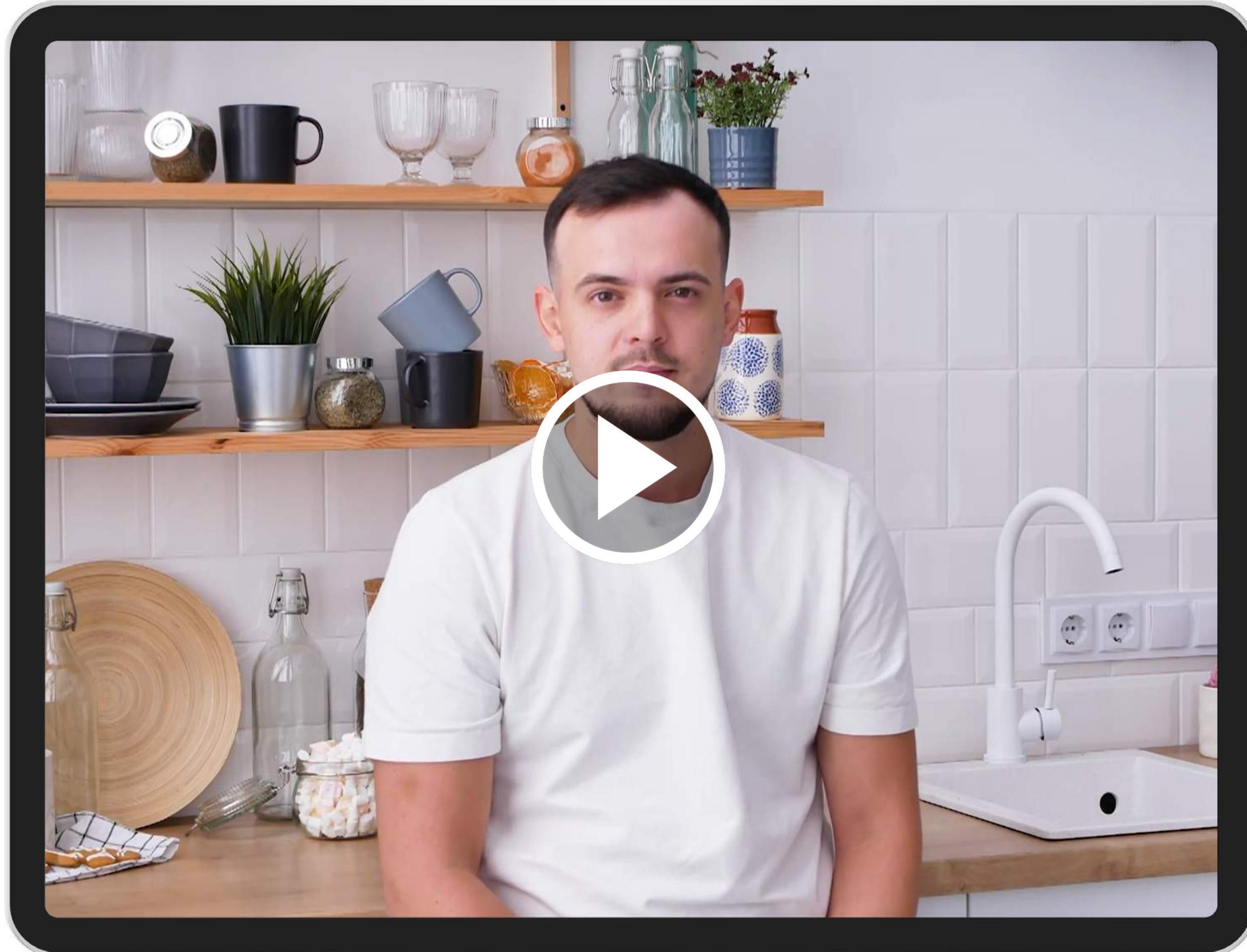
CG renderings look extraordinary in print catalogs, flyers, brochures, in any resolution required. Moreover, as 3D renders can be done even before the prototypes are manufactured, it's possible to get all the collateral materials ready way before the launch.



SOCIAL MEDIA

Using 3D rendering, you can spice up your social media presence with lifestyles, animations, cinemagraphs, gifs, etc. Your posts, ads, stories, and reels will look fresh, crisp, and curated.

Meet CGIFURNITURE



Our 3D rendering studio is on a mission to bring product visuals to the next level. Get original and innovative with us!

2013

foundation year

500+

people in the team

40K+

ready-made 3D models

6K+

lifestyle scenes

26K+

hours spent on project

Indoor Lifestyle

lifestyle 1 view

1) 1 simple model

2) simple indoor lifestyle

Total: **3 days, \$400**

USD

100

300

Indoor Lifestyle

(a sofa, armchair, tables) + lifestyle in 1 view

- 1) 2 simple tables
- 2) minimalist sofa
- 3) minimalist armchair
- 4) medium lifestyle 3D visualization

Total: **4 days, \$760**

USD
160
170
130
300





Outdoor Lifestyle

USD

200

400

- 1) a sun lounger
- 2) simple outdoor lifestyle

Total: **3 days, \$600**

Outdoor Lifestyle

- 1) Outdoor set
- 2) Complex outdoor lifestyle

USD
300
400

Total: **6 days, \$700**



Summary of Average Prices for CGI Services

3D Modeling	Texturing	Silo Rendering	3D Modeling for AR
 Simple \$50-80	 Medium \$100-150	 Simple \$30	 1 Silo in 4K \$30
 Complex \$170-260	 Highly Com. \$260-520	 Medium \$80	 1 Silo in Full HD \$20
 Simple \$60	 Medium \$180	 6 Silos \$150	 Over 100 Silos \$7 each
 Complex \$420	 Highly Com. from \$900	 Over 100 Silos \$7 each	

Summary of Average Prices for CGI Services

Product Animation



Promo Animation \$90 per/sec



Installation Animation - \$30 per/sec

Indoor Lifestyle Rendering



Complex 3D Lifestyle - \$300



Complex 3D Lifestyle - \$300



Complex 3D Lifestyle - \$300

Outdoor Lifestyle Rendering



Complex 3D Lifestyle - \$400



Complex 3D Lifestyle - \$400



Complex 3D Lifestyle - \$400

CGIFurniture Volume Purchase Program

Discounts for Enterprise Clients on a monthly basis

	Basic	Standard	Plus	Pro
Monthly volume	Pay as you go	From 10 lifestyles	From 30 lifestyles	From 50 lifestyles
Indoor	\$300	\$270	\$255	\$240
Outdoor	\$400	\$360	\$340	\$320

Quarterly Packages

We custom-design pricing packages for businesses. This helps us to find ways to offer you bigger discounts.

Basic

\$12000 in 3 months

Discount 12%

Standard

\$24000 in 3 months

Discount 24%

Pro

\$50000 in 3 months

Individual Price

Benefits of Working with CGIFurniture



NDA Protection

You can be completely confident in the safety of your information: before starting a project, we can sign a Non-Disclosure Agreement.



Large Team

Our team includes 500 CGI professionals ready to take up your project at any time - regardless of its scale.



Output validation

You can have your project results adjusted to your requirements, including formats, names of files, and layers.



Consistency

Your visuals will be consistent in quality and style. Moreover, you won't have to manage all these projects — the PM of your CGI team will take care of everything.



CGI CRM

With our CRM, you can always find all information on your projects in 1 place, and access it via laptop or phone.



Corrections Included

We won't rest until everything is perfect. So we wouldn't charge you for helping us excel: corrections up to 60% of project size are free.

[Learn More](#)

Pilot Project Offer Light Package

This is the special-price offer available for our new clients only. It contains the basic set of CGI assets for you to test the workflow and output quality. Light Package is the easiest way to see how 3D rendering works for you.



1 High-poly 3D Model



4 Silo Views (2 views per each option)



2 Options (with material/fabric swapping)



1 Simple Lifestyle (+1 view with the second option)

Total: \$680 **\$600**

Pilot Project Offer Light Package

This is the extended special-price offer for new clients. It contains all the assets the Light Package has plus 3D modeling for AR and 3D renders for 360° view.



1 High-poly 3D Model



2 Options

(with material/fabric swapping)



4 Silo views

(2 per each option)



1 Simple Lifestyle

(+ 1 view with the second option)



2 Packs for 360° view

(60 images for each option)



1 AR model

(+ 1 model for the second option)

Total: \$960 **\$800**

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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