



CGIFURNITURE

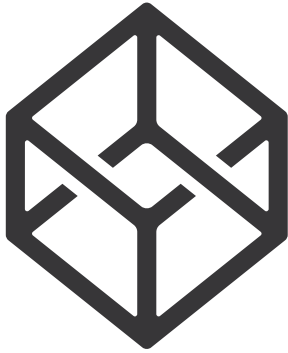
PRICE LIST





Contents

ABOUT CGIFURNITURE	3
WHAT IS CGI	4
OUR SERVICES	6
PRICE GUIDELINES	8
PROJECT EXAMPLES WITH PRICES	14
3D MODELING FOR AR	16
SUMMARY OF AVERAGE PRICES	20
CGI BENEFITS	28
FAQ	29
CONTACTS	32



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.

OUR CLIENTS

SIEMENS
Ingenuity for life

BDI

**poggen
pohl**

dhp
furniture


SMALLBONE
OF DEVIZES

HILTI

 **Trueform**
concrete

Z
ZEPHYRSEAT

VAN DE SANT
a Circular Innovation Company

 **MIGHTY
BRIGHT**

LAMVIN

GRAIN & FRAME

hotbath
italian bathroomware

Anaya

JOFRAN INC.

DOREL

AMREIN
WOHNEN

Deschamps
CUSTOM FURNITURE

TROY SMITH
STUDIO

**WRW
&CO.**
FURNITURE

k r a m e r

unify

GEORGE CHEBIB

 **DENVER MODERN**



WHAT IS CGI

Product CGI stands for still or animated visual content created using specialized software to promote a particular product. It is increasingly popular with Marketers and Manufacturers, for it allows to get photorealistic imagery, but considerably faster than photography, easier and with infinite creative possibilities - an Art-Director's dream come true. How so? Just take a look.



FASTER AND EASIER THAN PHOTOGRAPHY

Get a photorealistic 3D model, white background image and a beautiful product lifestyle within 48 hours – without any photoshoots.



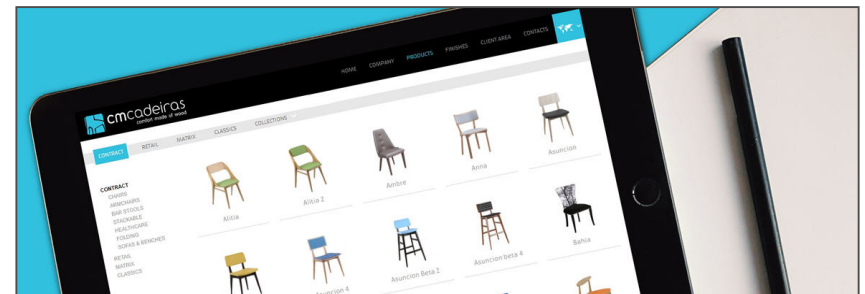
CUSTOMIZATION POSSIBILITIES

Show all customization features with a multitude of views - that'll give customers a glimpse of the happiness your product will bring them.



DIGITAL PROTOTYPING

Use CGI to test market demand for your new product before launching – invest only when success is guaranteed.



POWERFUL SALES TOOL

Get awesome presentation materials that not only show but sell your products - by turning them into your customer's dreams.

CGIFURNITURE SERVICES



HIGH/LOW POLY MODELING

A 3D model is a digital version of your product. A high-poly model allows creating photorealistic images for online marketing and print advertising, as well as product animation, while a low-poly model is great for AR and VR projects and applications. To order 3D modeling for your product, all you need to do is to send a brief with a photo and dimensions of the item.



3D PRODUCT SILO IMAGES

Product images on a white background is a classic way of presenting the goods in catalogs and websites. Once created 3D model makes it easier to quickly adjust options for materials, colors, and different angles to show the product from all sides. The final render looks completely photorealistic and is perfect for all kinds of eCommerce platforms.





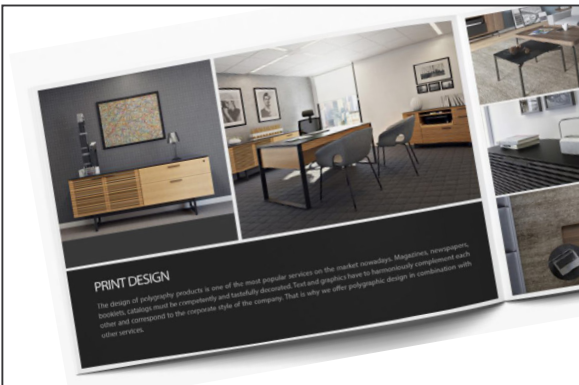
LIFESTYLE VISUALIZATION

Lifestyle shows the product in a context - in our case, furniture in a roomset. This method of product presentation is ideal for cross-selling as it not only highlights the item's benefits in a matching environment but brings attention to other design elements surrounding it. You can order a lifestyle from scratch by sending interior design references or select one of 6000 ready for use 3D scenes from our library.



3D PRODUCT ANIMATION

This is the easiest and most persuasive way to showcase the principles of work, benefits and features of your product. On top of that, 3D animation is perfect for showcasing design variations, bundling options and configuration of the item without making your prospects bored.



PRINT DESIGN

Print design is one of the most popular services in today's market. Magazines, newspapers, booklets, catalogs all need a professional design. We provide text and graphics that complement each other and go along with the brand style guidelines. The same stands for booklets, brochures, posters, leaflets and other products that are a part of your print marketing strategy.

3D MODELING PRICE

Each service has its own price which varies depending on the complexity of the project 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 - \$200-\$320
- Medium - \$400-\$600
- Complex - \$680-\$1040
- Highly complex - \$1040-\$2080



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.



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.



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 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 - \$80 - \$160
- Medium - \$320



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 - \$120
- 1 silo in Full HD - \$80
- 6 silos in 4K -\$600
- 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



Multi-Row 3D View



Close-Up



Feature Callout



Product Set

LIFESTYLE OPTIONS

Lifestyles have several levels of detailing and difficulty, so the prices are divided into 3 options depending on the time 3D artists spend on modeling 3D objects (and their quantity), texturing models, high-definition 3D rendering, and post-production.

- Simple lifestyle (1 object in a scene) - \$800
- Medium lifestyle (2-3 objects in a scene) - \$1200
- Combinational lifestyle (4-6 objects in a scene) - \$1600
- More than 6 objects - \$240 for each additional object in a scene.*

*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.



Simple lifestyle

This type of a lifestyle image is a close-up view of the product on the suitable background.



Medium lifestyle

A large-scale lifestyle image is basically a product in the center of a detailed ready-made 3D scene.



Combinational lifestyle

This type of lifestyle rendering unites two previous options. It includes more than 3 objects in a custom scene with different, or similar level complexity.



3D MODELING FOR AR

AR is a dream come true for online retail. It 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 - \$240-480
- Medium - \$600-960
- Complex - \$1080-1680
- Highly Complex - from \$1800

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 \$400, the price of the 3D model for AR will amount to \$160. The whole project will cost \$560



Please scan the QR code
to see the product in AR

Simple 3D models

Such 3D models don't have difficult geometry or many details, such as curves, stitching, piping, etc.



Medium 3D models

Such 3D objects have more complex geometry forms and require the creation of high-quality textures.



Complex 3D models

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



Highly complex 3D models

These are 3D models for custom products with the geometry of the highest complexity and detailing, such as weaving and forging.



PRODUCT ANIMATION

We can create any type of product animation - features, assembly, installation, etc. You just need to explain the idea and we will develop a suitable plan for your project.

Production always starts with a script or storyboard. We can work with your storyboard or create one from scratch.

Pricing

For a CG video of 30 seconds* and more, the standard cost is \$60 per second**. This price include:

- consultation about the script;
- setting the camera movements;
- setting the movements of objects in the scene;
- rendering in HD 1920 x 1080px.

* Please note that for animations shorter than 30 seconds, the cost is calculated differently

** Please note that 3D modeling is not included in the price of 3D animation and is priced according to our price book.



You can get at extra cost:

- script writing services;
- 3D modeling of additional objects;
- voice-over services;
- special visual effects, like water, fire, smoke, destruction of objects;
- higher resolution for your 3D animation, e.g. 4k resolution (3840 x 2160px).

* Please note that for animations shorter than 30 seconds, the cost is calculated differently



PROJECT EXAMPLES WITH PRICES



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

	USD
1) 2 simple tables	640
2) a minimalistic sofa	680
3) a minimalistic armchair	520
4) lifestyle 3D visualization	1200

Total: 4 days \$3040



Complex modeling (a sofa) + rendering on a white background in 1 view

	USD
1) sofa 3D modeling	800
2) lamp 3D modeling	320
3) chandellier 3D modeling	400
4) grey background lifestyle rendering of 3 objects	800

Total: 2 days \$2320



Simple modeling (a bath) + lifestyle in 1 view

	USD
1) a bath	320
2) interior visualization	1200
3) additional view	120

Total: 3 days \$1640



3D modeling of different levels of complexity (a wicker chair, bar stool, chair, table) + combination lifestyle in 1-3 views.



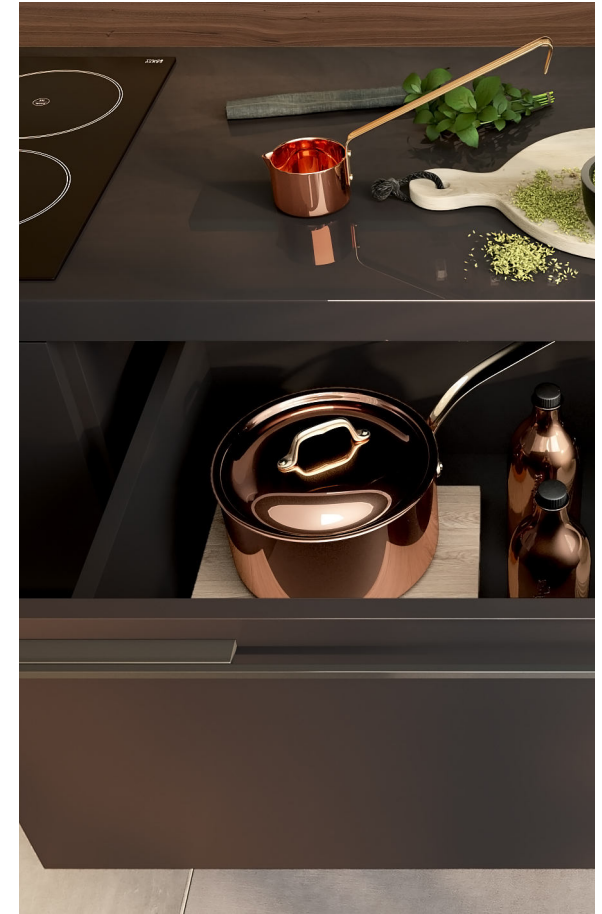
	USD
1) wicker chair	720
2) a bar stool	320
3) a table	200
4) a chair	320
5) interior visualization	1600
6) closeup view	120
Total: 5 days	\$3280



Hard modeling of classic furniture (a sofa, table) + a traditional lifestyle in 1 view

	USD
1) a classical sofa	1600
2) a classical table	880
3) interior visualization	1200

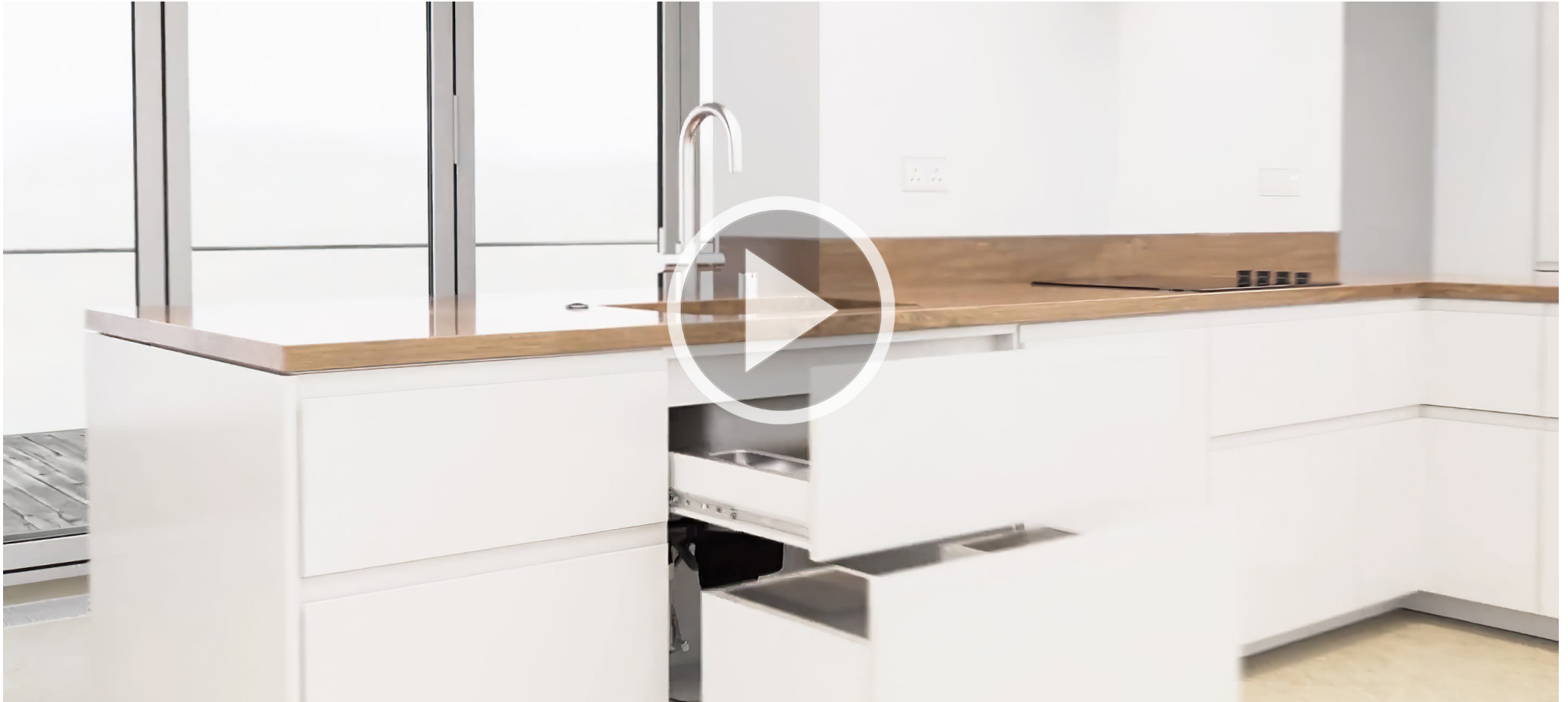
Total: 6 days \$3680



Simple modeling + kitchen lifestyle in 4 views

	USD
1) kitchen 3d modeling 1st option	1600
2) additional view	120
3) second 3d option of the kitchen	240
4) additional view	120

Total: 3 days \$2080



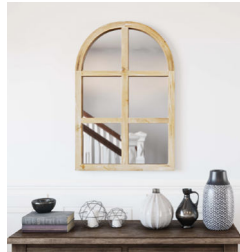
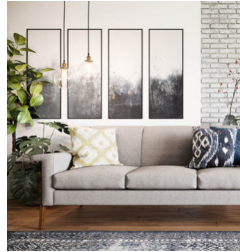
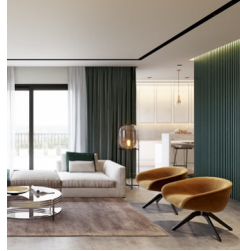
This 3D animation was created in several stages. We coordinated results at each stage with the client using screenshots and viewport records. To match colors and materials, we rendered separately some of the views.

Length: 2 min 15 sec

Cost: 135 sec x \$240 = \$32400

Goal: to show how easy it is to install the kitchen dispenser without any assistance.

Summary of Average Prices for Furniture CGI Services

3D Modeling		Texturing		Silo Rendering		3D Modeling for AR		Lifestyle Rendering		Product animation
Simple	 \$200-320	Simple	 \$80-160	1 Silo in 4K \$120	Simple	 \$240-480	Simple	 \$800 (1 object in a scene)	\$240 per second* for animation from 30 seconds.	
Medium	 \$400-600			1 Silo in Full HD \$80	Medium	 \$600-960		Medium		 \$1200 (2-3 objects in a scene)
Complex	 \$680-1040	Medium	 \$320	6 Silos \$600	Complex	 \$1080-1680	Combinational lifestyle	 \$1600 (4-6 objects in a scene)		
Highly Complex	 \$1040-2080			Over 100 silos \$28 each	Very Complex	 from \$1800		More than 6 objects \$240 for each additional object*		

*Special effects like fire, water, smoke, explosion need TBD individually.

These are the approximate prices for each type of 3D services. To find out the exact price of your project please contact your manager via email or phone below.

CGI BENEFITS

1. FAST

A photorealistic lifestyle with your product will take on the average 2 days, while preparing a photoshoot may take weeks considering a studio rent, transportation of the product, hiring a photographer, etc.;

2. COST-SAVING

You pay only for working hours 3D artists spent on your project and no additional costs;

3. NO EFFORTS

All you need to do is send us a photo or sketch of your product and describe what you want to see on a render;

4. VERSATILITY

You can try any design options of your product as well as different backgrounds without paying a pretty penny like in the case of traditional photography;

5. EASY CHANGES

3D technology allows changing and adjusting any design elements at all stages of the process so you're free to experiment.

Price for Additional Views

They include changing textures, colors and camera angles:

- Creating texture for a product and render the image on a white background - **\$160** per image;
- Changing the texture of a product and render the image on a white background - **\$160** per image;
- Adding another camera angle view - **\$120** per image;
- Changing the color of a product - **\$120** per image;
- For bulk inquiry, prices can step back up to **\$60-80** per image (can be applied to silo images only).

For example, the task was to create a medium chair 3D model and show its design in 2 fabrics on a white background, from 4 different angles. The price for this project was:

- Medium 3D model creation of the chair - **\$400**.
- Texturing 1st fabric and render 1 white background image (**\$160**) + 3 extra angles (**\$360**) = **\$520**
- Texturing 2nd fabric and render 1 white background image (**\$240**) + 3 extra angles (**\$360**) = **\$600**

Total cost for 8 images on a white background = **\$1520**.

FAQ

What do I need to start a project?

Just click on a Start A Project button. The first task is also called Test Drive, which is the trial project we perform when working with a company for the first time. It can be pre-paid or paid with a 50-50 system - before and after results.

How much does it cost?

The cost depends on your brief's requirements. You can calculate the approximate price with the calculator on our website or get the exact project estimation by contacting our client manager.

What is your turnaround time?

The standard turnaround time for a product modeling project is 24 hours and a lifestyle rendering project is 48 hours. The exact TAT, however, depends on many factors - the number of views, complexity, details, etc. To learn how much time your project will take exactly, please contact us through the website and send a brief. Our team of specialists will take into account all the requirements and give you TAT information.

How will I communicate with a team throughout the process?

Our clients communicate with managers and project teams all the time through our online CRM platform available for all OS. You can ask questions, leave comments and check on the progress at any time.

Is my data safe with you?

- We guarantee that any information about your company and projects will not become public according to our Privacy Policy;
- If you need NDA signed, you are welcome to send it over. We will examine the documents with our lawyers and let you know whether we can sign them and proceed with the collaboration;
- We take payments via transparent international systems.

Are corrections are really free?

Yes, corrections to your project are free. By corrections we mean changes that are less than 60% of the project workload. If the changes you want to make exceeds this limit, then we consider it a new project.

Why CGIFURNITURE

We create real marketing weapons of massive influence - ready-made solutions for any type of product promotion. For our 3D Artists know exactly how to highlight the strengths of your design and create a scene where the whole world turns around it - the kind of world you know your customer relates to.

We have fitting solutions for every scale and budget, and guarantee the finest quality. Knowing how busy you are, we've created a workflow that is super-easy: all you need to do is to set the task and get results.

Wonder how is that possible? Let's find out.



MARKETING APPROACH

You get images that speak to your customers. Our 3D Artists know how to add emotion and atmosphere to a render.



3D DATABASE

You automatically get free access to a base of more than 39000 decor items and 6143 scenes. That cuts project time and cost dramatically.



ON TIME OR FOR FREE

You get your images on time - or we do them for free. For we are fully committed to your goals.



NDA PROTECTION

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



LARGE TEAM

Our team includes 192 professional 3D Artists ready to take up your project at any time - regardless of its scale.



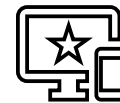
SATISFACTION GUARANTEE

If you are unhappy with final results of the project, just let us know - and we'll return your money within 30 days.



24/7 SUPPORT

You can contact us at any time you need, even at 3 p.m. - our Client Managers will gladly help you.



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 don't rest until everything is perfect, so we wouldn't charge you for helping us do that: corrections up to 60% of project size are free.

Contact Us

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

TEL: +1 607 383 2001 NY, USA

TEL: +44 203 617 1683 LONDON, ENGLAND

EMAIL: SALES@CGIFURNITURE.COM

WEB: CGIFURNITURE.COM

