



CGILighthouse



PRICE

WHAT IS CGI

CGI, which stands for Computer-Generated Imagery, is the creation of still or visual content through specialized software to showcase a particular product. It has become increasingly popular among marketers and manufacturers due to its ability to produce photorealistic images rapidly, with greater ease, and offering limitless creative possibilities. It's a dream come true for art-directors. Curious to know more? Let's explore further.





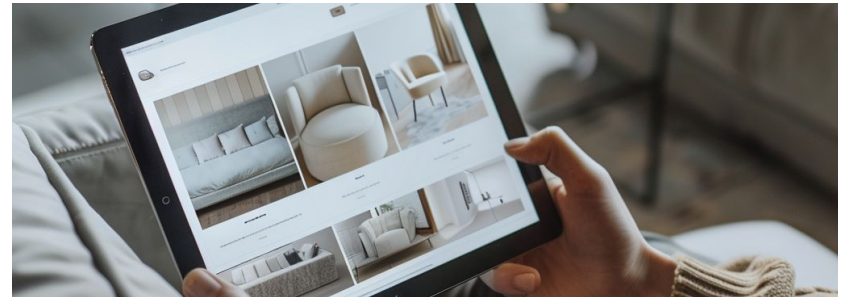
FASTER AND EASIER THAN PHOTOGRAPHY

Get a digital twin, isolated image and a beautiful product lifestyle without any photoshoots.



DIGITAL PROTOTYPING

CGI to assess market interest in your upcoming product prior to its launch, ensuring investment only when success is assured.



EFFECTIVE SALES INSTRUMENT

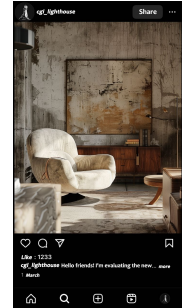
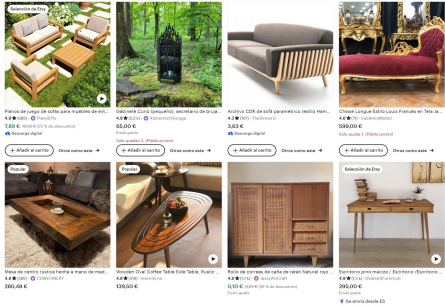
Transform your products into your customers' aspirations by creating compelling presentation materials that not only showcase but also sell effectively, serving as a potent tool for boosting sales.



CUSTOMIZATION POSSIBILITIES

Demonstrate the range of customization options through various perspectives, providing customers with insight into the comfort and satisfaction your product can offer.

USES OF CGI IN PRODUCT MARKETING



E-COMMERCE WEBSITES

3D product rendering serves as a valuable resource for captivating visual merchandising materials. E-commerce platforms leverage it to obtain lifestyle images, isolated product views, dynamic 3D animations for product pages and websites, along with visuals tailored for online marketplaces such as Amazon, Shopify, Etsy, eBay, and more.

ADVERTISING

CGI rendering provides highly realistic images ideal for both digital and outdoor advertising, removing the requirement for conventional photoshoots. This adaptability enables the exploration of diverse concepts without the need to build physical sets, applicable across a variety of formats ranging from online banners to billboard ads.

PRINT COLLATERAL

CG renderings appear stunning in printed catalogs, flyers, and brochures, at any desired resolution. Furthermore, since 3D renders can be generated prior to prototype production, all promotional materials can be prepared well in advance of the launch.

SOCIAL MEDIA

Leveraging 3D rendering enables you to enhance your social media profile with lifestyle images, animations, cinemagraphs, gifs, and more. This ensures your posts, ads, stories, and reels maintain a modern, polished, and carefully crafted appearance.

OUR SERVICES



3D

modeling

A model is a digital prototype of your product. Depending on how you want to use it further, the requirements for it are determined. For example, visualization in a 3D scene or for augmented reality.



Isolated

Rendering

This is the base for e-commerce. Nothing will distract from your product in the product card



Lifestyle

A great way to showcase your product in context



Hero shot

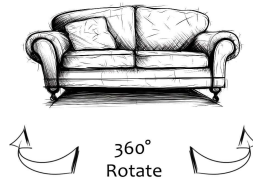
Focuses attention on the subject through close up perspective and compositional decisions. Great for social media posts



Augmented

reality

This is the future of e-commerce! The ability for the customer to try on your product in their home before they buy it



360°

This is a good way to show the product in high quality from all sides in an online store



3D MODELING PRICE

Modeling service comes with a specific cost, determined by the intricacy of the model and the duration of the project. Therefore, in the realm of 3D modeling, certain projects demand more time and resources than others. Hence, we categorize furniture modeling into 5 distinct groups.

- Simple - **50-90€**
- Medium - **190-320€**
- Detailed - **380-580€**
- Highly Detailed - **680-980€**
- Very extensive, large detailed - **Individually**





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.



Detailed 3D models

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



Highly Detailed 3D models

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



TEXTURING

Once the modeling phase concludes, the next step involves crafting and implementing textures. Texturing is pivotal in shaping the overall perception of the furniture item. Rest assured, we excel in producing high-quality textures that will enhance the visual appeal of your 3D models.

- Simple - **25€**
- Medium - **60€**

In order to generate top-notch textures, our 3D artists require photographic references. In this short [article](#), you will find the hints you need





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.

ISOLATED RENDERING

Individual renderings are vital for e-commerce, offering customers clear views of product features, colors, and materials. Isolated renderings are also valuable for marketing across platforms like social media, ads, and blogs.

- 1 render in Full HD - **15€**
- 1 render in 4K UltraHD - **25€**
- 6 render in 4K UltraHD - **100€**
- over 100 renders - **Individually**



LIFESTYLE

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.

Interior Lifestyles

- Simple lifestyle (1 object) - **330€**
- Medium lifestyle (2-3 objects) - **430€**
- Combinational lifestyle (4-6 objects) - **530€**
- More than 6 objects - **Individually**
- Close-up - **75€**
- Outdoor Lifestyle - **430€**

**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 closeup 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 unites two previous options. It includes more than 3 objects in a custom scene with different or similar level complexity.



Outdoor lifestyle

This type of lifestyle shows the product in an outdoor scene. Such a scene requires a lot of work and therefore is of high level of complexity.



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Contact Us

MARIA POLUDENKO

CCO

TEL : +34 610 25 22 98

EMAIL: maria@cgilighthouse.com

WEB: cgilighthouse.com

