

Benefits of photoreal CG assets across brand

Sales Teams

PreVis

CG assets can be created from work-in-progress product concepts giving sales teams real insight into potential product opportunities.

Sales Materials

Fully art-directed CG scenes can be created, testing product narratives and positioning early in the process.

Marketing Teams

Creative Control

CG assets can be captured at any range of distances / angles / focal lengths in any environment imaginable at any resolution.

Speed & Flexibility

Platform ready stills are rendered at in seconds. Marketing needs pivot? New art direction can be designed, implemented, and output in days, rather than weeks.

Dotcom Teams

A/B Testing

Because of flexibility and efficiency in creating new assets, CG opens up a world of A/B testing opportunities.

eComm Imagery

CG shots are pixel accurate duplicates so imagery remains in the exact same spot, shot after shot.

