

An agile, photoreal 3D imaging workflow that connects product, sales, marketing, and dotcom teams with still and motion assets.



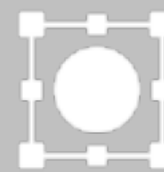
**Time savings & on-demand updates**

Image generation is handled in a fraction of the time. Changes to product or creative? Re-renders are available on-demand, quick and easy.



**Creatively liberating**

3D assets are endlessly flexible, leaving creative teams free to innovate, rather than replicate.



**Pixel perfect**

Forms, colors, and textures are linked directly to the product design teams' assets — final outputs are consistently perfect.

# 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.