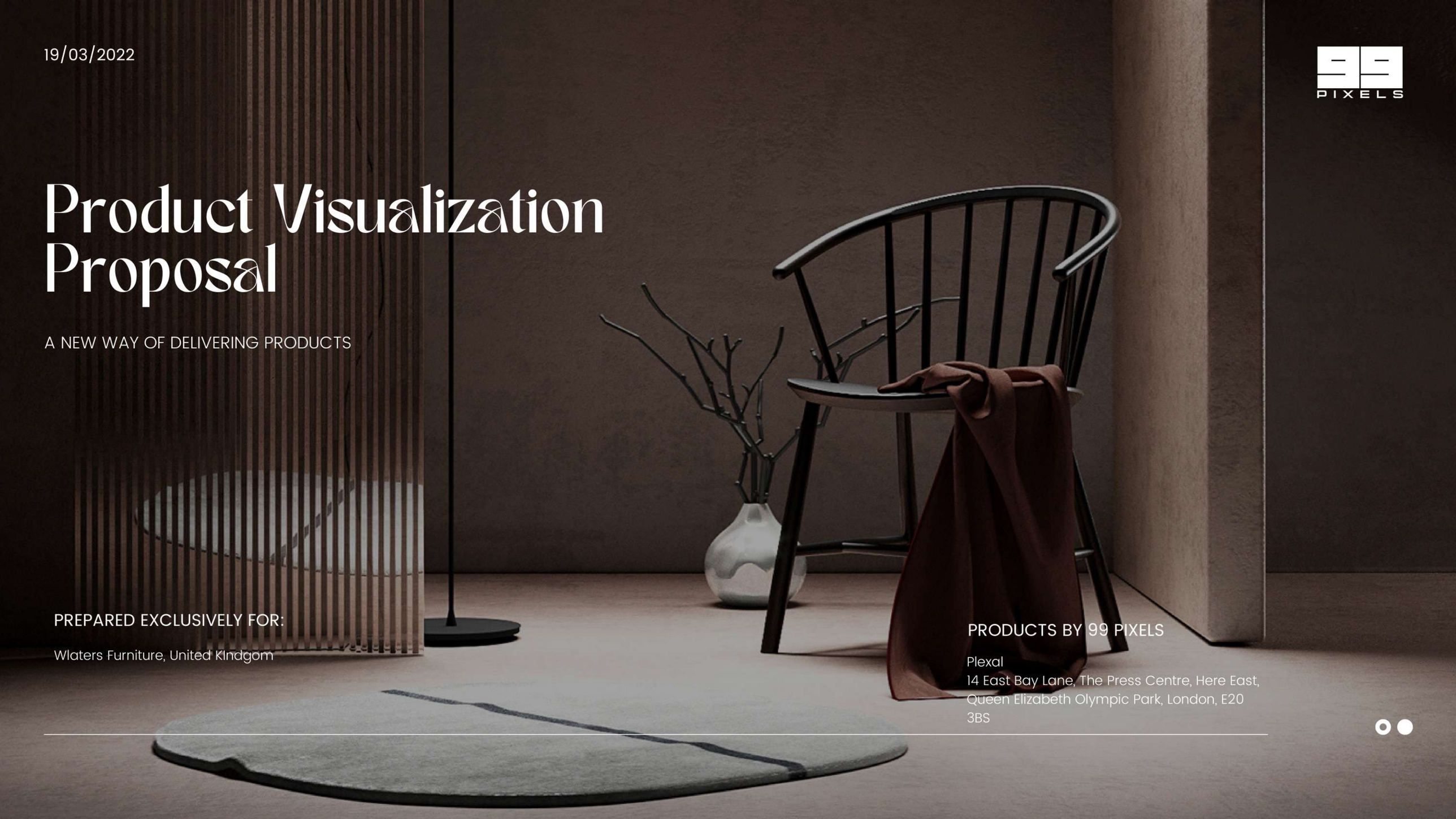
19/03/2022

Product Visualization Proposal

A NEW WAY OF DELIVERING PRODUCTS



PREPARED EXCLUSIVELY FOR:

Wlaters Furniture, United Kindgom

PRODUCTS BY 99 PIXELS

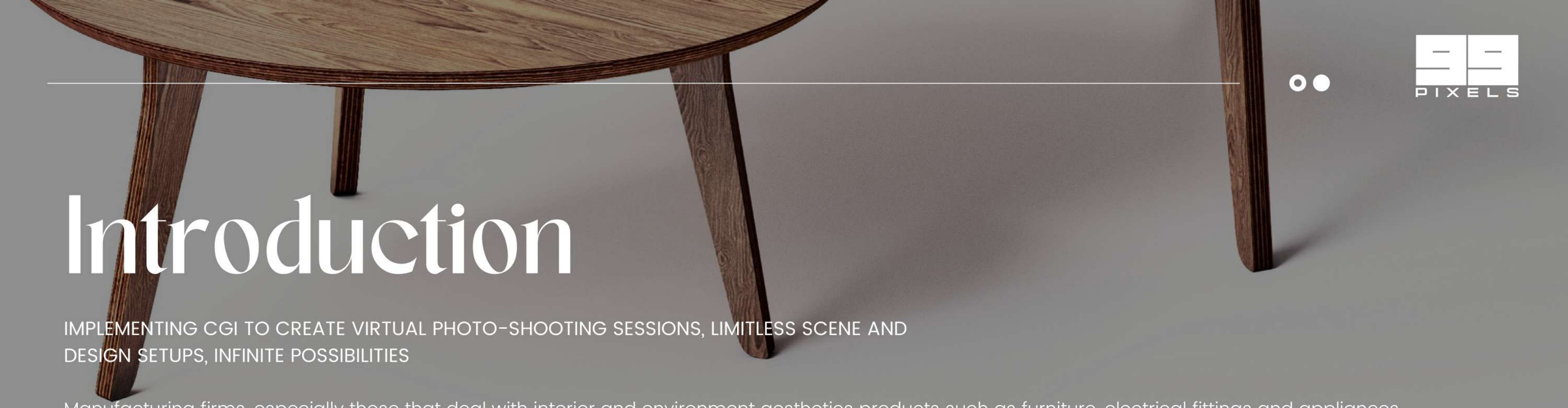
Plexal
14 East Bay Lane, The Press Centre, Here East,
Queen Elizabeth Olympic Park, London, E20
3BS

All images used in this proposal are CGI
Renders produced by the 99 Pixels group

A new way of delivering products

Save as much as 50% on Traditional photoshoots

Attract 10x more clients with up to 8k Quality images



Introduction

IMPLEMENTING CGI TO CREATE VIRTUAL PHOTO-SHOOTING SESSIONS, LIMITLESS SCENE AND DESIGN SETUPS, INFINITE POSSIBILITIES

Manufacturing firms, especially those that deal with interior and environment aesthetics products such as furniture, electrical fittings and appliances, materials, textures and finishes are in a constant need to update their inventory and create marketing materials from images such as, catalogs, and brochures that directly or indirectly help in getting their products to their ideal clients. There are basically two methods to generate these images that are ultimately used in producing any marketing materials.

The first method is the old and traditional means which involves physical photoshoot sessions where the products have to be physically set up in ideal locations. This is a more expensive approach when costs such as logistics, equipment and location rentals, scene setups, design fee, photography fee, amongst other fees are factored into the budget. This is also a tedious process, with no certainty and control of the quality of the results.

The new and improved process is the use of powerful CGI tools to create infinite design options with total control over design, quality, location and textures. Other benefits of this methods are; relatively lower budget, flexibility in making changes, iterative design process, timely delivery schedule, amongst others. This can easily be imagined to be a virtual photoshoot session, where any asset can be designed and visually represented.

About Us

THE IDEAL VISUAL REPRESENTATION
AGENCY

Products by 99 pixels, a subsidiary of **99 Pixels** is a Product Viz centric agency that focuses on design as well as artistic representation and visualization of a wide range of products, from furniture to electrical fittings, appliances, materials and finishes

Carved out of the desire to provide dedicated services to manufacturers in the fields of Architecture and Interior design, we have worked together with amazing clients over the years to deliver remarkable results which have been used on their websites and in creating marketing materials for their social media platforms, brochures and catalogs

We have a diverse team of Professional 3D artists, Interior designers, and Product designers with a combined experience spanning over 40 years. Aside being very experienced and professional with our projects, every experience is special because we love what we do

We take communication, feedback and client integration very seriously, by making sure every client is deeply involved at each stage of the project and making sure sufficient rooms are allowed for iterations

Services

CONCEPTUAL DESIGN

For Clients that have rough ideas or sketches on a product or series of product and are looking to either improve the design or create steps of design iteration visualizations as well as developing a completely new design, we have extremely experienced professionals specifically engaged in this service. some of the ideal background work include design research, and material or texture research

PRODUCT VISUALIZATION & MARKETING MATERIALS

This service is dedicated to clients who have a product or inventory they need to digitize, create CGI product renders as well as CGI scene renders in different typical scene settings which can futher be used in creating marketing materials such as brochures, catalogs, Images for websites and other social media channels.

ASSET CREATION FOR WEBAPPS, AUGMENTED & VIRTUAL REALITY

Many manufacturing firms are rapidly adopting the use of webapps, Augmented and Virtual Reality where their consumers can visualize the product either in a pre-modelled version of the space in WebGL applications or in real time using Augmented and Virtual reality applications. We make adoption of these applications easier by digitizing products where every product of the manufacturer is modelled, textured appropriately with variations and made compatible which is a foremost requirement for these applications

FOR INVENTORY ABOVE 50 PRODUCTS, CUSTOM PRICING WILL BE DISCUSSED TO DETERMINE RATES, DELIVERABLES & TIMELINES

99 PIXELS

OFFERING

THE MEGA PIXEL

The **Megapixel** is designed for a small range of products, This is ideal for clients who have a relatively small Inventory or clients looking to digitize a small number of products. This offer includes;

1. Product visualization for **10 Products** (White Background Images) Suitable as product images for websites
2. Product Visualization for **10 Products** (Scene Visualizations), scene design inclusive. Suitable for marketing materials.
3. Three numbers of variations and positions per product for scene and product visualizations, with up to 5 unique scenes.

THE GIGAPIXEL

The **Gigapixel** is designed for a larger range of products, This is ideal for clients who have a bigger inventory, and need to digitize a larger number of products or need compatible assets for webGL, AR and VR applications. This offer includes;

1. Product visualization for **30 Products** (White Background Images) Suitable as product images for websites
2. Product Visualization for **30 Products** (Scene Visualizations), scene design inclusive. Suitable for marketing materials.
3. Three numbers of variations and positions per product for scene and product visualizations, with up to 10 unique scenes.
4. Provision of glb, gltf, Babylon files, 3Dsmax, 3ds, fbx, and obj files, fully compatible for WebGl, Augmented and Virtual Reality.

THE TERAPIXEL

The **Terapixel** is designed for a larger range of products, This is also ideal for clients who have a bigger inventory, and need to digitize a larger number of products or need compatible assets for webGL, AR and VR applications. This offer includes;

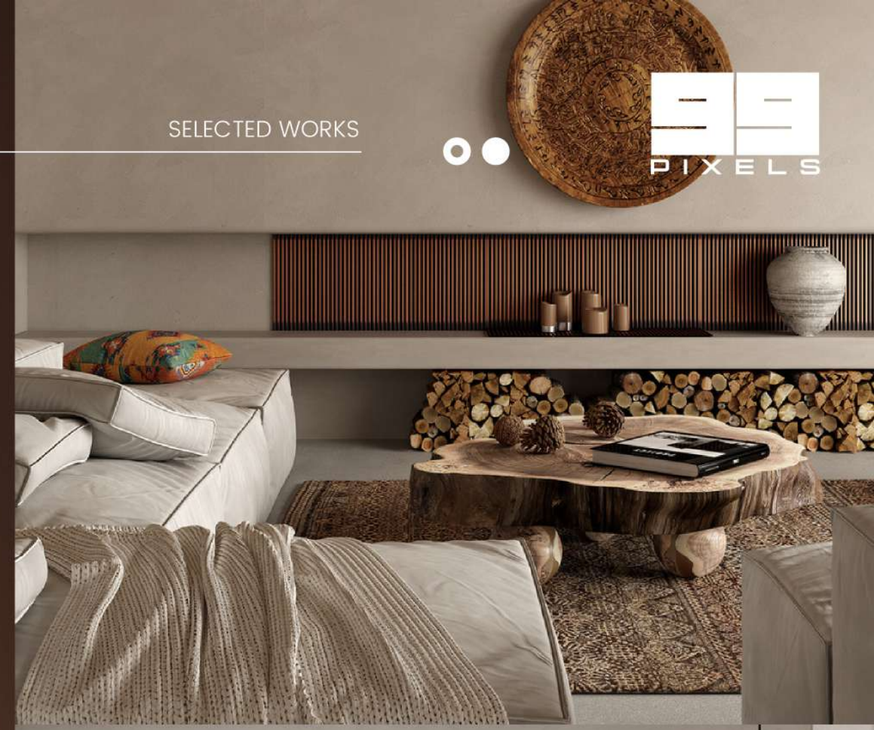
1. Product visualization for **50 Products** (White Background Images) Suitable as product images for websites
2. Product Visualization for **50 Products** (Scene Visualizations), scene design inclusive. Suitable for marketing materials.
3. Three numbers of variations and positions per product for scene and product visualizations, with up to 10 unique scenes.
4. Product Design Support
5. Provision of glb, gltf, Babylon files, 3Dsmax, 3ds, fbx, and obj files, fully compatible for WebGl, Augmented and Virtual Reality.
6. Brochure and Catalog Design

REQUEST OUR FREE TRIAL

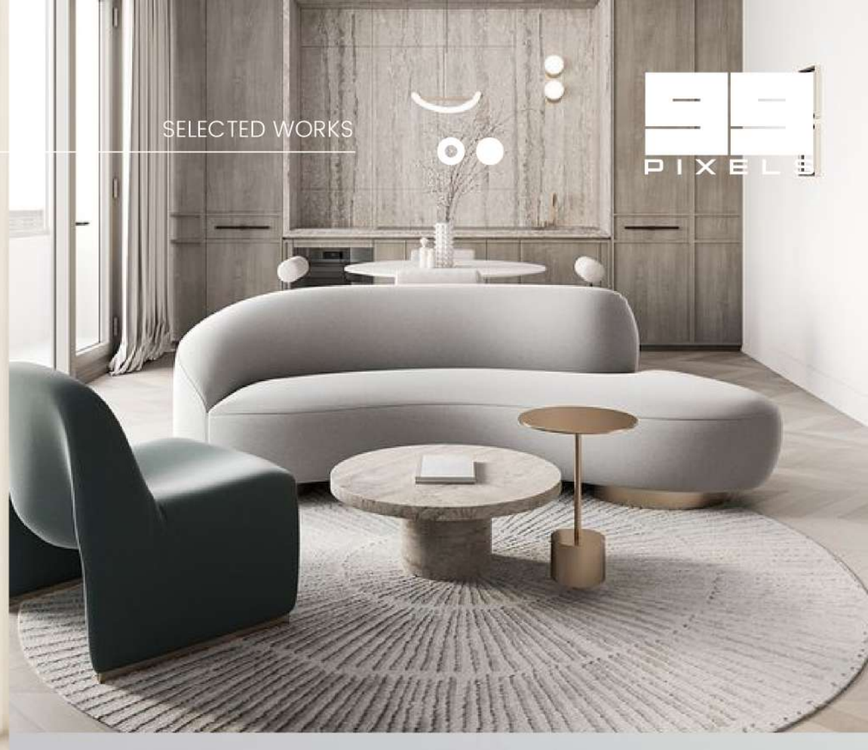
We have great news for you! You can request a free trial which covers the visualization of any of your product in white backgrounds and a fully digital scene. What will be delivered to you is a zipped file containing 2 product renders in white background, 2 scene renders as well as glb, gltf, fbx and 3dsmax files.
We want to gain your trust, so we're doing this completely for free.

To access this trial please fill a form on our contact us page or place a call to any of the numbers on our About Us page.

GALLERY



productsby99pixels.com



GALLERY

Notable Brands we've worked with

BoConcept®

Bolia

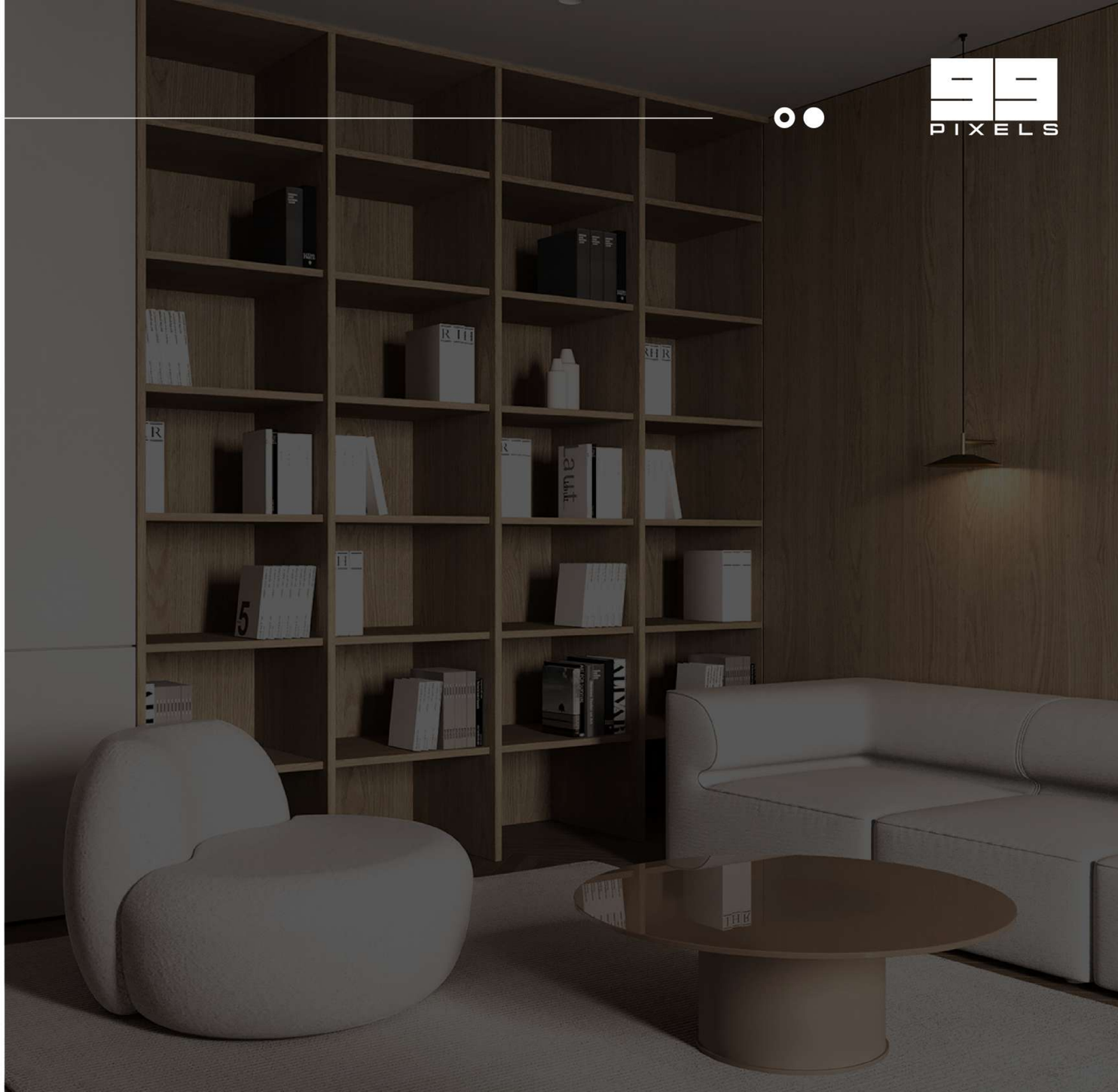
domkapa

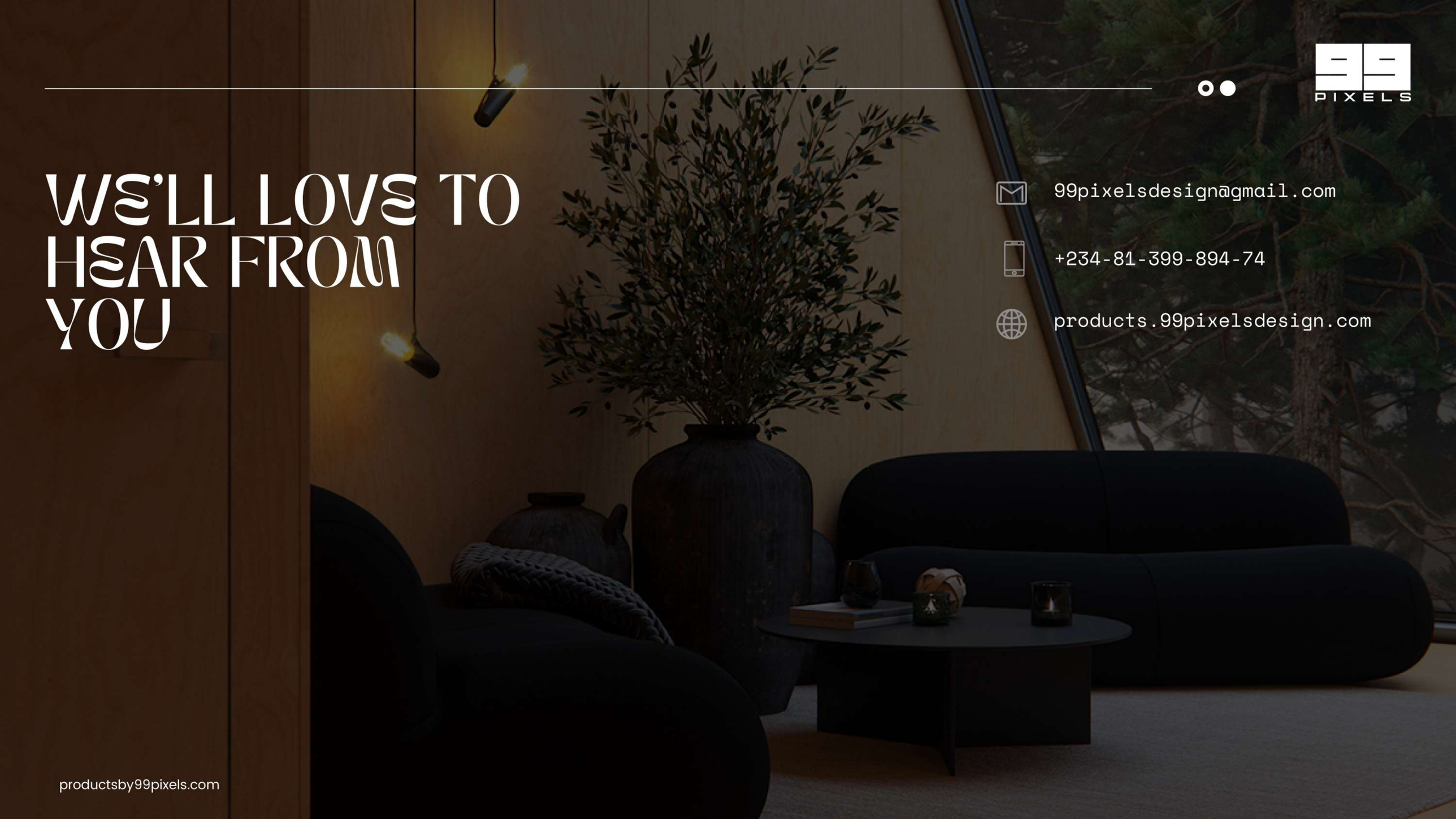
Joey Khuvutlu Furniture. SA

Joseph Mills Architects. UK

Seraph Agency. FR

Dreamscape. NL





WE'LL LOVE TO HEAR FROM YOU

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