



eClerxDigital

## DIGITAL PRODUCTION

### COMPUTER GENERATED IMAGERY (CGI)

BRING YOUR PRODUCTS TO LIFE WITH STUNNING PHOTOREALISTIC CGI

#### CGI: Scale and Scope

40k

HOME AND  
FURNITURE

4k

INTERIORS

25k

ELECTRONIC  
AND WHITE  
GOODS

30k

TOYS  
ASSETS

45k

AUTOMOTIVE  
AND CRUISE-  
LINER ASSETS

5k

ACCESSORIES  
AND LUXURY  
GOODS

#### Why eClerx Digital

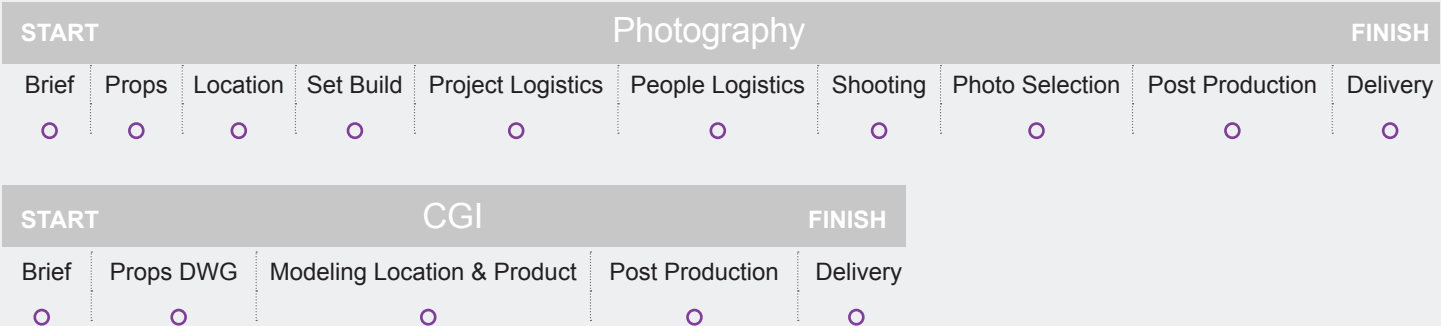
eClerx Digital believes in working smarter. This is why our clients choose Computer-Generated Imagery (CGI) technology to create lifelike 3D representations of their products. CGI is an extraordinary way to review the product's appearance, highlight its performance and produce photorealistic imagery to capture the viewer's attention. CGI enables endless possibilities – show all color variations without having to photograph each individual product thereby saving time and cost.

- Significantly reduce creative production costs
- 30-day development of multi-channel promotional assets
- Flexibility to adapt to last minute production changes and product variations
- Ability to promote prior to product being ready when in prototype stage



See other products we have brought to life with CGI, visit [eclerxdigital.com](http://eclerxdigital.com)

Main scene creation: Photography vs CGI



ABOUT ECLERX DIGITAL

eClerx Digital is the trusted partner of choice to the world's largest global brands for creative production, eCommerce / web operations, and analytics and insights services. Our rich history of data management and process optimization combined with our industry-leading analytics and marketing operations expertise improves profitability for our clients' digital businesses.

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CONNECT  
 