

CGI benefits can't be matched

We partnered with Coresight Research on the report
"CGI Provides Benefits for Retail That Traditional Photography Cannot Match".
Explore the key takeaways.

The state of visuals in commerce



Commerce and marketing is now occurring across a multitude of channels.



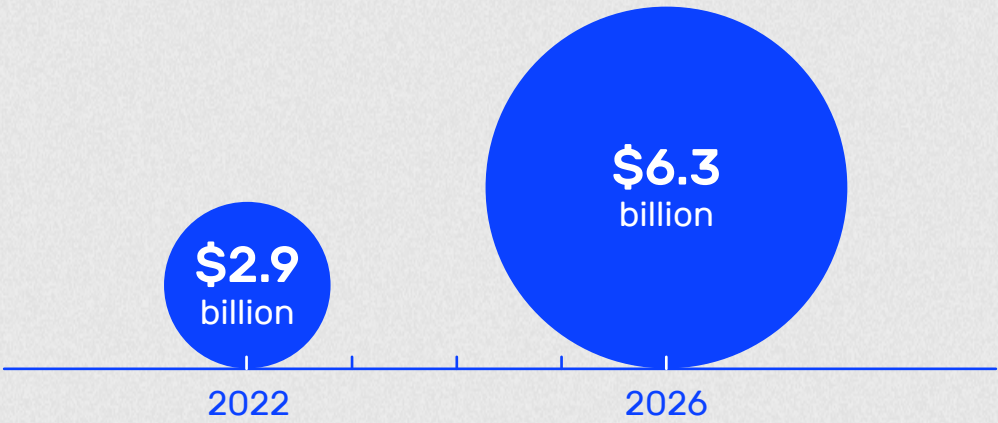
Retailers need to create higher volumes and increased variety of visuals to meet these needs.



Photoshoots are too expensive, time-consuming, and logistically complex.

Enter CGI...

Global Industry Analysts estimates the global visualization and 3D rendering software market is set to total \$6.3 billion in 2026, up from \$2.9 billion in 2022.



Photorealistic CGI compared to traditional photography



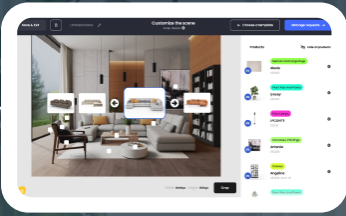
PHOTOREALISTIC CGI



TRADITIONAL PHOTOGRAPHY

\$150 on average per 3D model	COST	\$1,000 on average for a professional photography session
63% quicker	SPEED TO MARKET	Up to 6 months to produce photos for 1 scene
Unlimited reuse	REUSABILITY	Single use
Images, animations, videos, AR, VR, Web 3.0 compatible	ADAPTABILITY TO DIFFERENT FORMATS	Images only
50% more carbon efficient	IMPACT ON ENVIRONMENT	Less carbon efficient

CGI enables retailers to...



Quickly and easily edit and adjust visuals



Easily produce lifestyle images that show products in real-life context



Reduce return rates by giving customers an accurate representation of products



Align with customer expectations for sustainability

It's time to rethink product imagery

The Nfinite platform makes it easy to create, manage, and display unlimited product visuals using cutting-edge 3D CGI technology, giving you high-quality visual content quickly and affordably.

[Learn more](#)