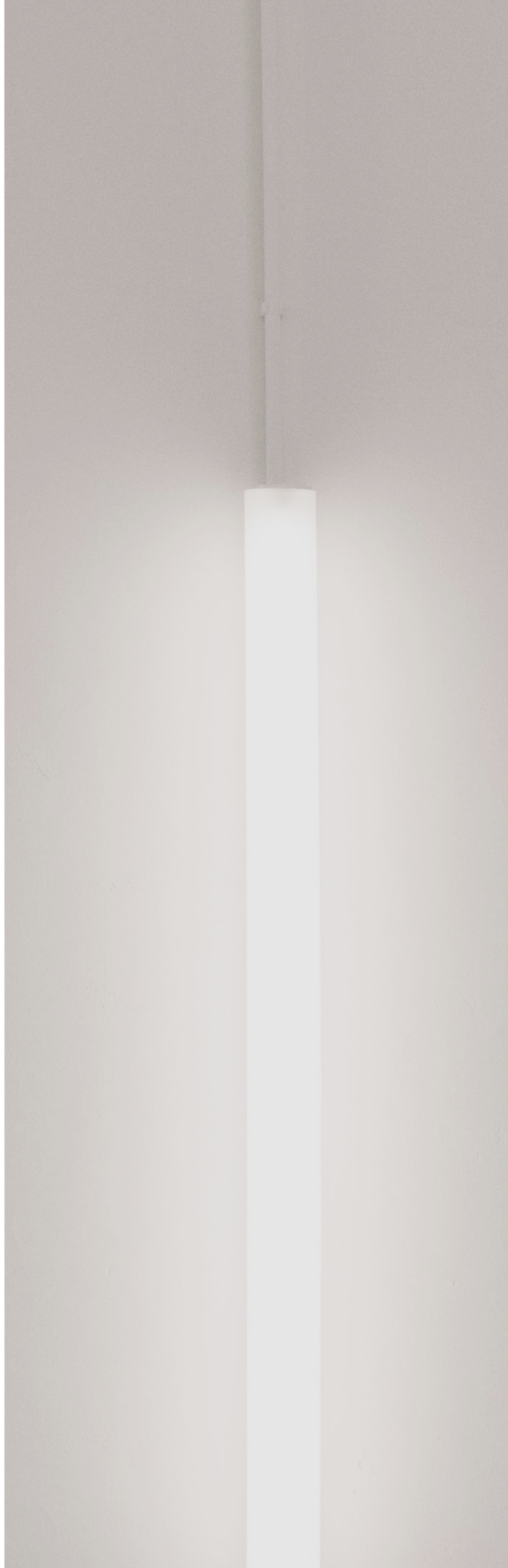
EPIGRAPH
VISUALIZATION TECHNOLOGY

CG Program Proposal For Lumens



Date: March 22nd 2021

Hello

YDesign Group, we are thrilled at the opportunity to present to you a bid and plan of attack for your RFP.

We understand that this is a large and valuable endeavor for YDesign, requiring a substantial investment in time, attention, and funds. We've taken the time to put together this comprehensive packet, explaining in detail our deep understanding of this work and how we will tackle this project, delivering the high quality work that Epigraph is known for industry-wide.

Our goal is that this packet gives you confidence in Epigraph's abilities and peace of mind knowing that we're your long-term partner in this, guiding this project to success and many more to come.

THE FUTURE IS 3D

Future-Proofing Your Catalog With Epigraph:

Long-term value > short-term solutions
The value of producing visual assets with 3D not only saves time and money in the short-term but effectively future-proofs your catalog by creating photorealistic 3D assets that are completely dynamic. Photorealistic 3D assets allow for rapid production of visual content without the need for production of physical models or booking studio time. Updated scene imagery; quick model updates, high-quality animations, Augmented Reality experiences, and more, can be generated using this 3D catalog.

Prepped for the future of e-commerce
Having models in photorealistic 3D allows for seamless integration into all current and future consumption mediums: Social channels, Virtual Reality (VR), Augmented Reality (AR), wearables (Apple is working on theirs currently), and whatever new mediums are to come.

Search Optimized Content:
As the web moves toward 3D being the dominant medium, platforms are indexing 3D objects the same way they currently index text. Companies whose products are in that index early will have a significant advantage when it comes to 3D search optimization in the future. Google is leading the charge with Lens, but every other major platform is investing in elements of it too.

For example, today, one might type in “Pendant Light” to search for a product; in the future, one will be able to look at a pendant light through their smart glasses and find that product instantly.

Scene Imagery

Our ideas around the use of custom made scenes involving your products.

WORK SAMPLES

DEFINITIONS CONTD.

Lifestyle (Custom)
Referred to as Custom Scene Photography in the RFP. These will be fully customized scenes, built from scratch per your specifications. The content of these scenes can include only products sold by YDesign Group.

Lifestyle photographs encourage the customer to imagine the product in their own home. They contemplate the look and feel, the aesthetic, and are more focused on experience than a singular product.

Vignette (Enhanced)
Referred to as Enhanced Application Photography in the RFP. Similar to Lifestyle in that the product is placed in an appealing environment, but the image is focused on the product design and features; the composition is cropped.

We’ve got a plan

Through our years of experience, we’ve worked with industry-leading partners to create streamlined processes and project standards that make data submission, review, delivery, and implementation simple and straightforward. We know the challenges that can come with larger projects and want you to move forward confidently knowing that Epigraph will lead the way to a successful project.

You’re in good hands.

As an Epigraph Partner, you’ll have a Customer Success Manager dedicated to your full support. Your Epigraph CSM will ensure communication is clear, projects are on track, and that your needs are heard and addressed.

The Process:

The process is broken into 8 steps, all working in sequence to create an intuitive, efficient workflow, and delivering the highest quality content.

1. Data Submission
2. Modeling
3. Model Review
4. Model Approval
5. Image creation
6. Image Review supplemented with recurring live review
7. Image Approval
8. Delivery

SILO & SILO+

This category includes all images for products that will require silo imagery. All material and size variations are included, eliminating manual work for the client.

Products which already have silo imagery, that only require scene photography, still need to be created digitally, so we'll be focusing on products that require the full gamut of collateral.

The RFP counts 1400 products in this category. For our examples, we will be assuming 3 SKUs (variations) per model, totalling 4,200 SKUs.

We'll start by creating Silo Sets for all SKUs, and a Product Viewer for each model. Following review, revisions and approval, Silos and Product Viewers will be ready for delivery and implementation. From there we'll move on Scene Imagery.

Silo Sets

- Perspective Photographs
  - 2-4 perspective photographs, on white (front, back, side, bottom)
- Canopy Images
  - Always included. Orthographic rendering composited with line drawing graphic.

SCENE IMAGERY

We propose to create a selection of custom scenes in a variety of rooms. Each scene will be built with several precomposed locations perfectly suited for vignettes. Scenes can be further customized with a range of changes, from simple adjustments in finishes to full redecoration.

These scenes will be built based on your input; your art directors can provide a package for each scene: architectural, reference/inspiration, content (furniture and decor). Scenes can be created with 100% YDesign content.

For this proposal we suggest creating 30 scenes within these categories:

- Bathroom
- Living Room
- Bedroom
- Dining Room & Kitchen
- Outdoor & Patio
- Other --
    - Entry & Foyer
    - Home Office
    - Hallway

Definitions

Here we'll clarify some terms that will be often used across this proposal.

We’ve got a plan

Our approach to developing a CG program to augment product visualization for your brand.

GENERAL PLAN CONTD.

As part of our onboarding process, we will go through each of these processes in depth on call/screenshare, training on all project management software and industry best practices to ensure everything is understood and that everyone is on the same page. Below you will find descriptions of the steps:

Data Submission:

- Company to complete Company Data Delivery and provide Epigraph with notice to proceed (email sufficing) once product data upload is complete.
- Epigraph to begin the process of modeling company products, X Amount of SKUs at a time.

Model Review:

- Epigraph will submit clay renders to Company via our review platform. Company reviews and either approves or submits revisions.

Image Review:

- Epigraph to create models, finishes, lighting, and setup props
- Epigraph will submit all product imagery via Review Platform (Silo and Lifestyle images).
- Recurring live reviews will be used as a supplement to define direction and Company standards.
- If Epigraph incorrectly applied the package direction, revisions will be provided at no cost. For changes outside of scope, revisions may be completed at $150/hr.

Delivery

- Epigraph will Render all final images and product spinner content, then upload content to the appropriate Google folder.

GENERAL PLAN CONTD.

- File Types & Resolution - Our systems can create virtually any file type, format, and resolution to fit your needs, from Instagram to billboards.

WORK SAMPLES CONTD.

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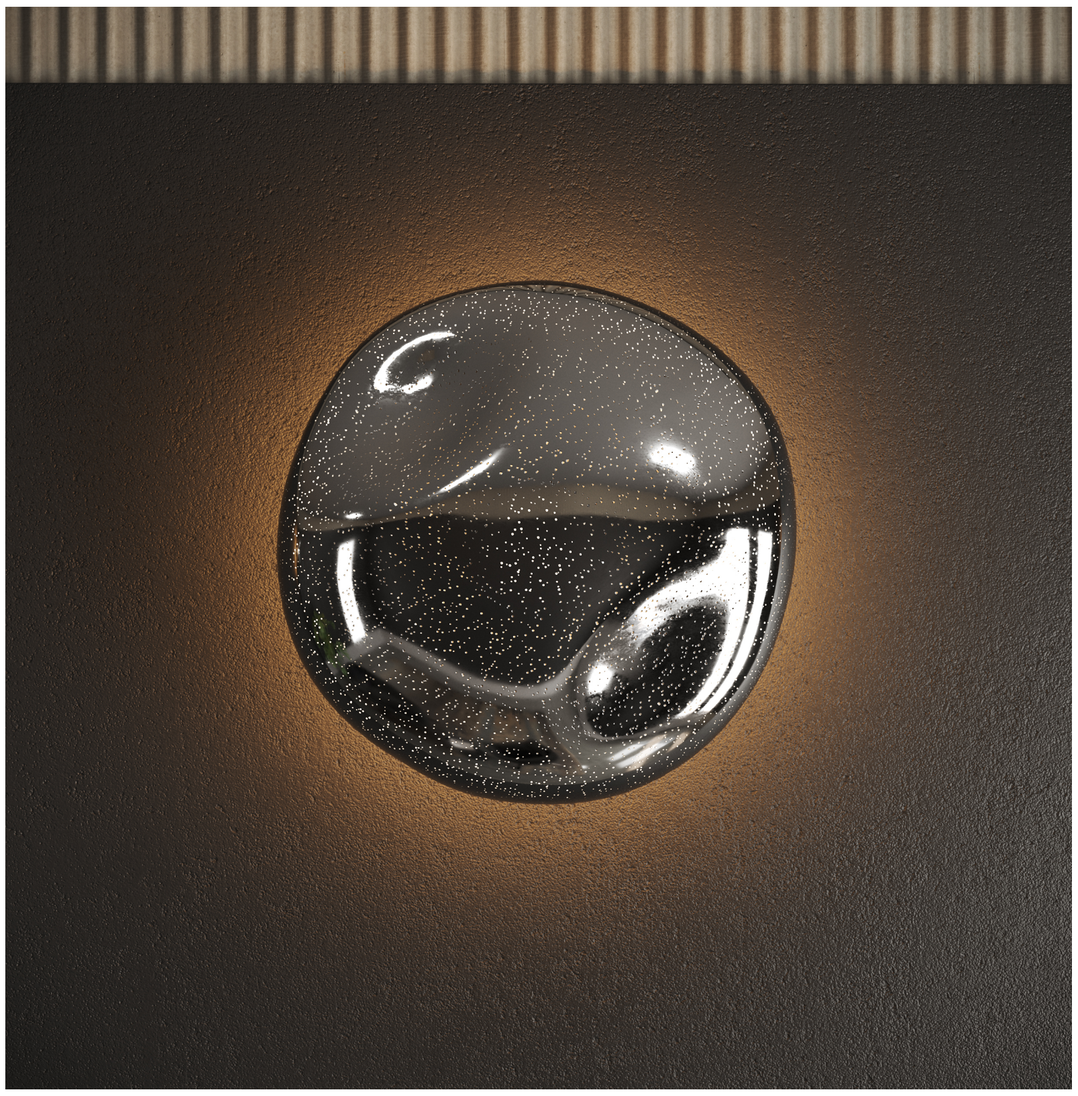
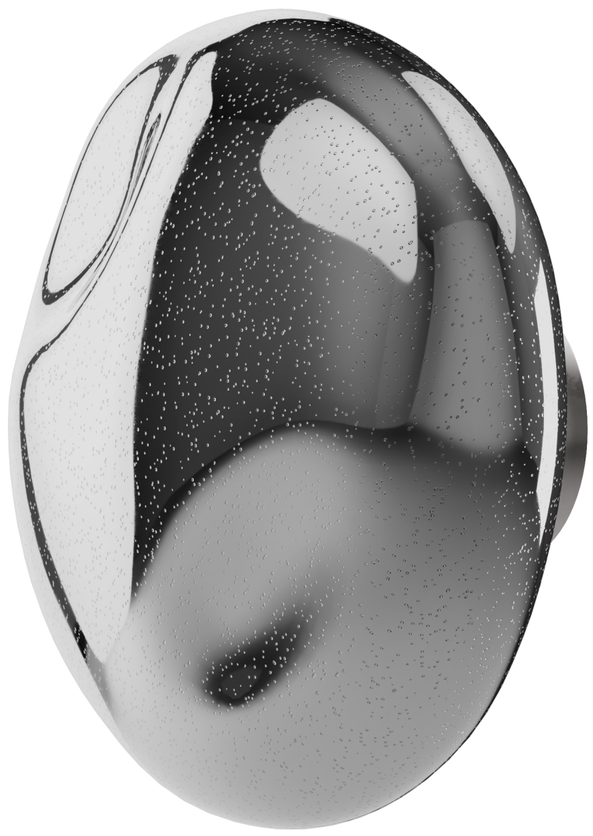
LUMENS CG TEST





Lumens CG Test

A gallery of some our lumens CG test assets

LUMENS

Breakdown & Pricing

Breakdown of the different aspects of the project including costs

BREAKDOWN & PRICING

Scope

1400 Models
4200 Skus
30 Custom scenes
60 Variation Scenes
90 Total scenes

Deliverables

Silo image sets for 4200 SKUs (from 1400 Products)
1400 360 Product Viewers, hosted
1000 Products each in one vignette image
100 Products each in one scene image

	Models	SKUs & Silo Sets	Silo Images (avg 4)	Scene Images	Spinners
Silo Only	300	900	3600	0	300
+ Vignette	1000	3000	12000	1000	1000
+ Lifestyle	100	300	1200	100	100
Totals	1400	4200	16800	1100	1400

Pricing

Setup Fee | $385,965.28
Price Breakdown Per Model | $275.69
Price Breadown Per SKU | $91.90
Monthly Licensing | $4,340

Trusted by Industry Leaders

YAMAHA

BLU DOT

The Dinerstein Companies

EGO

ASSET

Gensler

Wide Awake FILMS

3DAYBLINDS™

Dimensional Innovations

SKIL

wayfair

SVB SUN VALLEY BRONZE

RH

NUCRAFT

FLOYD

fernish

CORE SPACES

BURNS McDONNELL

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Thank You!

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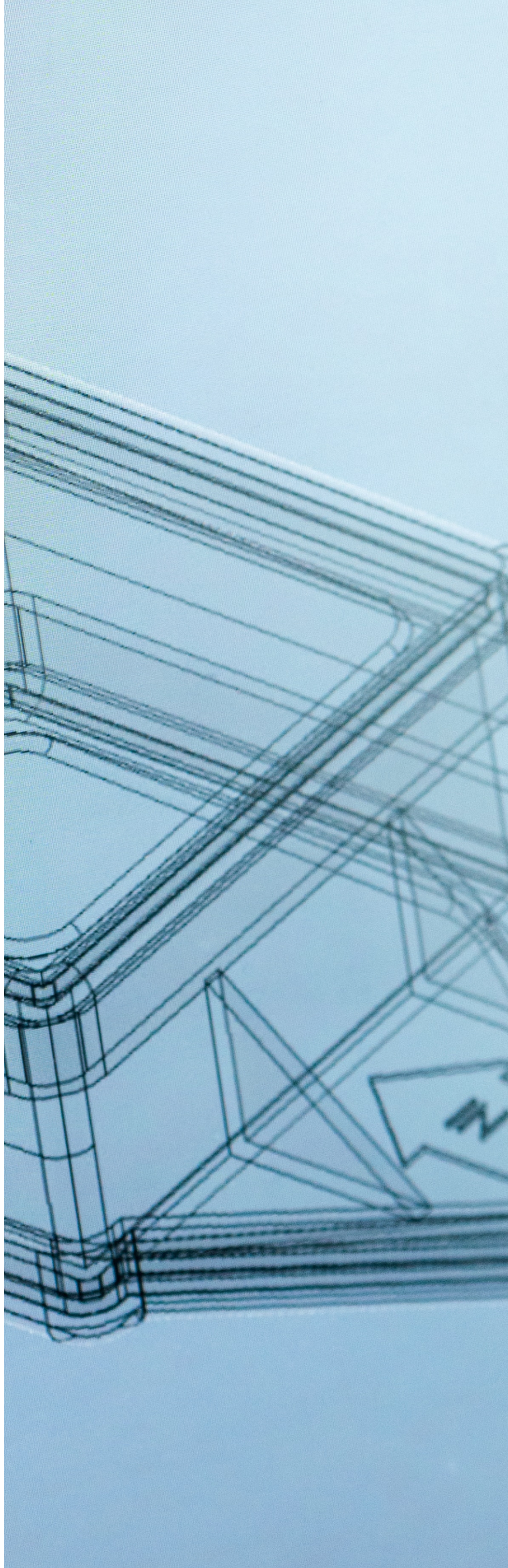
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