



br24

High Quality Media Solutions

C G I / 3 D
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1. OUR ORIGIN

Br24 High Quality Media Solutions is specialised in image editing for photographers & studios, e-commerce, architecture & real estate, advertising & marketing, publishers & printing and more. As an internationally operating company, headquartered in Germany and with branch offices in Vietnam, we work worldwide for over 1.100 customers. Whether clipping, masking or composings, image retouch, colour correction, vectorization and layout design or CGI – Br24 is your professional partner in all matters of image editing according to your wishes.

With perfect and appealing images, we ensure that your ideas, products and services will be in the spotlight. While you focus on your core business. Visualise your ideas, strengthen your products and increase your sales as well as your customer satisfaction.



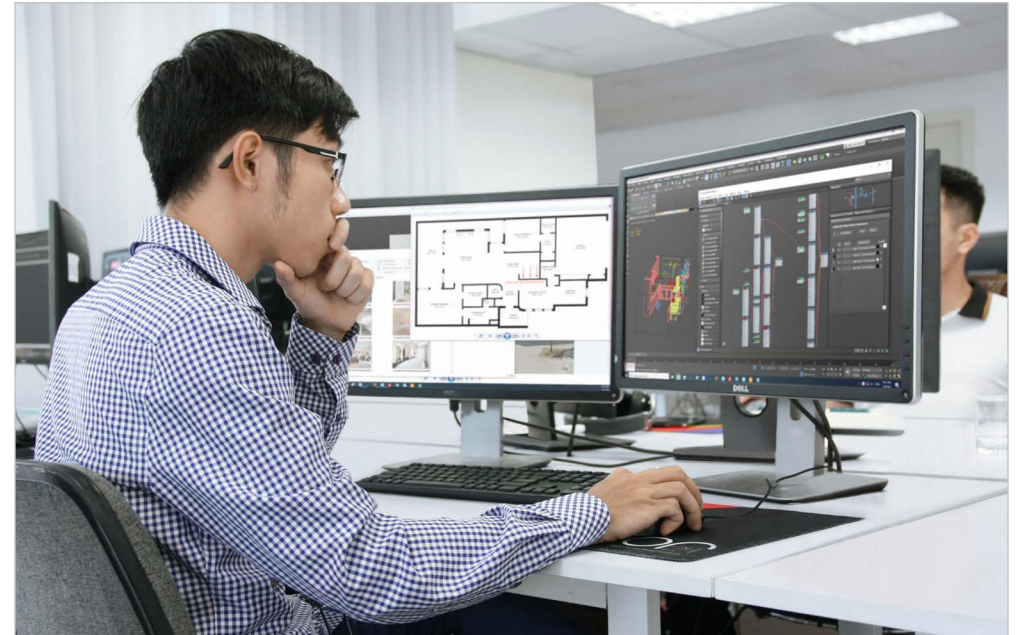
"In order to offer the highest quality, we have to go with open eyes and ears through the world. We need to know the needs of our customers as well as those of our employees, always have the finger on the pulse of time and welcome new ideas with open arms. That's how we can develop our full potential."

Markus Vortkamp, CEO

OUR MISSION

Our goal is to be the best and leading image editing service provider with the highest German quality. To achieve this goal, we let the visions of our customers come true. And offer our high-quality services to all over the world.

Our work is always customer-oriented and we develop individual solutions for our customers as needed. We offer our customers a wide range of services, where everything comes from one source. So that we always meet the requirements, goals and budgets of our customers.



OUR VALUES



Quality



Efficiency



Fairness

2. POSSIBILITIES & BENEFITS OF CGI/3D

CGI, Computer Generated Imagery, provides incredible possibilities and benefits. With professional 3D software, photo-realistic images can be realised partially or completely in CGI. With full flexibility of design, visualisation and customisation.

Product and architectural visualisations, technical visualisations, detailed 3D models, 360-degree panoramas, interior and exterior environments, floor plans, virtual staging, virtual renovation, and much more can be realised in CGI. Hybrid images combine real photography with virtually created elements. On the basis of sketches, drafts, concepts, plans, 2D and 3D data, CAD data, etc., even objects that do not actually exist or are not fully developed can be presented.

Image editing and retouching play an important role for any image, including CGI. The professional and precise use of creative means such as perspective, lighting, colouring, texturing is indispensable for perfect, realistic results. For perfect images, real and virtual.

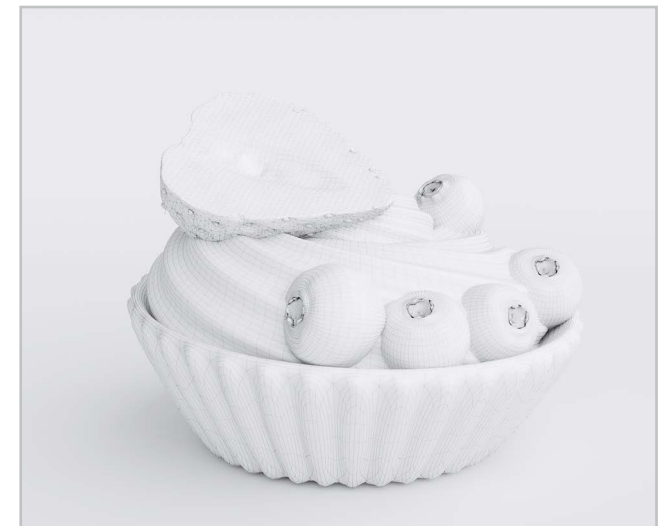
Benefits of using CGI:

- Full flexibility in design, presentation, adaptation and correction in the highest quality
- Combine the potential of CGI, photography and image editing
- Presentation of, e.g. products even before production and market launch
- Saving time and reducing costs, e.g. no costs for material, product production, photo shoot
- Cross-platform use in all media channels



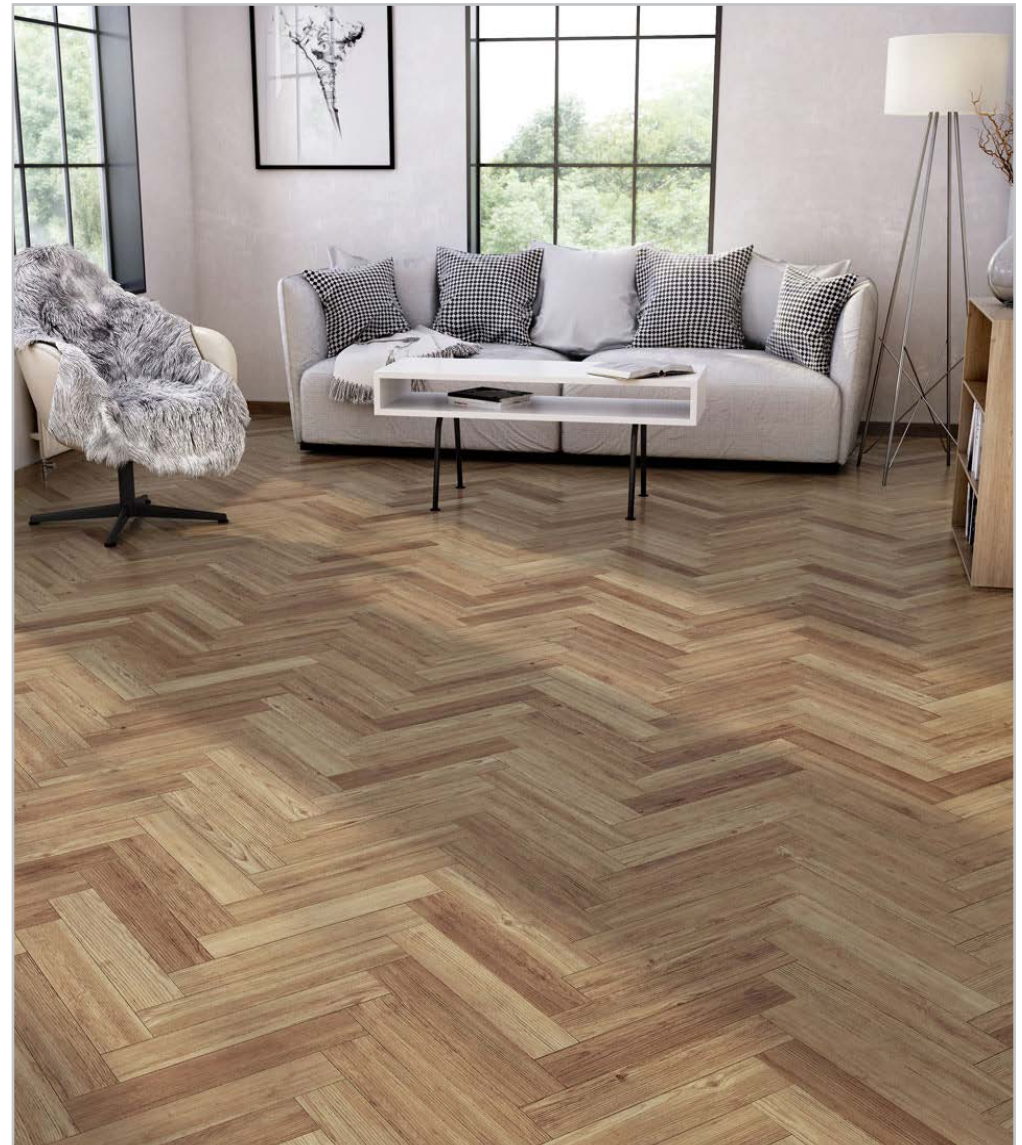
2.1 3D MODELLING

3D modelling stands for the imaging and construction of virtual three-dimensional objects of all kinds. 3D modellings and renderings have become an essential part in various areas, from development to advertising. They are used in marketing and sales, architecture and technology, product presentations, interactive catalogues, on websites and much more. Basics are e.g. sketches, illustrations, architectural plans, photos, samples or CAD data. Once created, 3D modellings can be adapted at any time with manageable effort.



2.2 3D TEXTURING

To represent material properties realistically, the texture of surfaces is of crucial importance. Metal, skin, water, fabric, bark, cool, smooth, scratchy, soft, clean, damaged ... The textures define the material and the visual state of objects. With a surface texture the level of details of CGI and 3D models increases. Depending on the requirements and the desired effects, models and graphics can be provided with different textures.



2.3 3D LIGHTING

The way that light falls on and interacts with different surfaces and textures, how shadows, reflections or gloss look like, must be virtually created in CGI. Just as naturally occurring phenomena such as lens flare, light and surface scattering etc. With 3D lighting, the setting of various virtual light sources and subsequent processing different realistic lighting moods are generated in CGI. This enables diverse realistic image creations and always exactly the desired lighting mood.



3. ARCHITECTURE & REAL ESTATE

The use of 3D visualisation / CGI provides architects, planners, property developers and real estate agents with a timely and cost-effective solution for communicating and marketing their projects. CGI makes it possible to create impressive, realistic images from sketches, 2D plans, 3D data and more; even before projects actually exist. 3D modelling, exterior and interior visualisation, lighting, texturing, virtual staging, floor plans and image editing for realistic images.

3.1 EXTERIOR VISUALISATION

These are visualisations for example for architecture, shipbuilding, aviation, reconstruction, landscape architecture and other planning projects. To illustrate, for example the external appearance of buildings, detailed to photorealistic 3D visualisations are virtually created. Using the virtual models, different stages of the design and construction process, materiality, light scenarios and much more can be displayed and verified within a short time. And documents for marketing and sales can be created early.



3.1 INTERIOR VISUALISATION

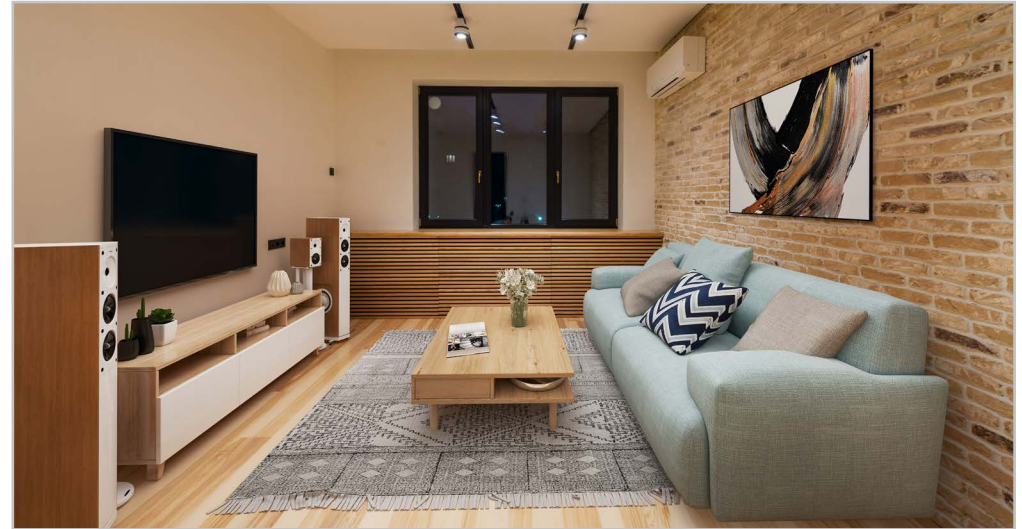
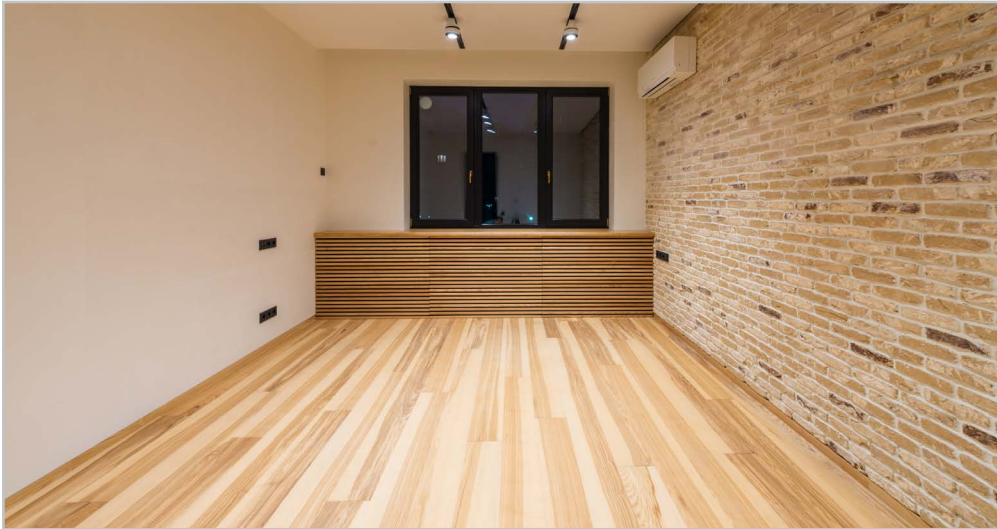
Atmospheric lighting, virtual staging with appealing decor in a suitable surrounding, precise textures and colours for furniture, completion of renovation projects - CGI interior visualisations are virtually created rooms in 3D. With CGI, several design concepts per room are possible without a problem. Details such as textures, colours, decorations, accessories, furnishing, lighting and more can always be adapted, added or removed. 2D or 3D floor plans complete the interior visualisations.



3.2 VIRTUAL STAGING

Virtual staging is particularly often used in the real estate market. Images of previously empty interior and exterior areas are equipped with virtually generated CGI objects such as furniture, accessories and decorations. Various objects in different looks are available to match any design concept, project plan, existing style and customer request. Realistic proportions, textures, lighting and shading create photorealistic images.

Virtual staging offers full flexibility, affordable and in a short time, and visualises the true potential of real estate.



3.2 VIRTUAL RENOVATION

Virtual Renovation goes even one step further than Virtual Staging. Using virtual 3D design and various image editing and retouching techniques, a wide variety of structural elements are renewed, replaced, finished or completely recreated in images. This includes, for example: changing colours, textures, surfaces. Removing, adding or replacing walls, floors and ceilings. Remodelling and adapting kitchen, bathroom, drywall. Adding, removing or changing interior fixtures and exterior features. Always taking into account realistic textures, proportions and angles as well as precisely coordinated light and shadow conditions. The connection with virtual staging is often the last step of finalisation.

Planned or unfinished building projects, modernisations, ongoing renovation/refurbishment measures and the like are completed virtually and can thus be presented at an early stage, for example in marketing materials.



3.3 3D FLOOR PLAN

A floor plan visualises the layout of an area and shows how spaces are interconnected. High-quality 3D floor plans in CGI are a great way to add value. With perspective and depth, they visualise the size and layout of spaces in great detail. Whether from a complete object or each floor or/and room individually. Both indoor and also outdoor areas can be realised, such as terrace, garage, garden. Different styles, colours, textures and materials can be integrated. As well as a variety of furniture, decorations, fixtures, windows, doors, wall and floor coverings.



4. PRODUCT VISUALISATION

Drafts, designs, sketches, photos, graphics, CAD files, etc. are used to create virtual 3D models of various products. Even products that do not exist yet can be represented. Perfect, detailed and creative product visualisations are no problem with CGI. Ideal lighting conditions, precise colours and textures even on complex surfaces (e.g. metal, glass, plastic, textiles), various perspectives, vivid 360-degree representations and even views that would never exist in reality. Costs and expenses for material, production, photo shooting and additional post-processing are eliminated. Sales and marketing materials can be created at an early stage. Products, packaging or concepts can be pre-visualised, tested and adjusted before they are launched.



5. PRICE LIST

	EURO (from)
CGI/3D (per hour)	44,00€
Interior visualisation (per created view): Residential Commercial	290,00€ 340,00€
Exterior visualisation (per created view): Residential Commercial	340,00€ 380,00€
Virtual Staging	22,00€
Virtual Renovation	28,00€
3D Floor Plan	50,00€
Product Visualisation (per hour)	44,00€

5.1 IMPORTANT INFORMATION

Br24 Online Tool

Our specially developed, web-based Br24 online tool enables a quick, easy and secure data exchange. Always keep an eye on all orders and upload and download images quickly and easily.

Request a personal account now at <https://br24.com/en/login/>.

Data upload

Every day we work with a large amount of digital data at Br24. And high-quality image data has a large volume of data. The fast exchange of any data with our customers is particularly important for us. That is why we rely on the combination of our Br24 Online Tool and FTP for data transfer. For a simple, efficient workflow.

Presentation and correction stages

For optimal results, we recommend to work out a pre-order together with us, which serves as a reference for following jobs.

During the presentation and correction stage, we provide the Dalim Soft Proofing Systems for quick and easy communication.

Turnaround time

If no individual agreements have been made, the following delivery times apply to our services:

- Clipping and masking (Vector path, Alpha Masking): 24 hours
- All other services (Retouching, Colour Correction, Vectorization): at least 48 hours
- CGI, InDesign: individually upon arrangement

Individual solutions are always possible. We can adapt to different timings and quality requirements. It is possible to arrange a fixed delivery date anytime, any day, whether for standard or express deliveries.

Order details

- 50 EURO minimum order value in the order month for any number of orders. If no orders are placed in a month, the minimum order value does not apply.
- The provision of own project and production teams is possible by prior arrangement.

Important information

- Email: info@br24.com
- Phone: + 49 (0) 2561 97903 0
- Service will be provided Monday to Friday from 8:00 am - 6:00 pm (GMT +7).



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