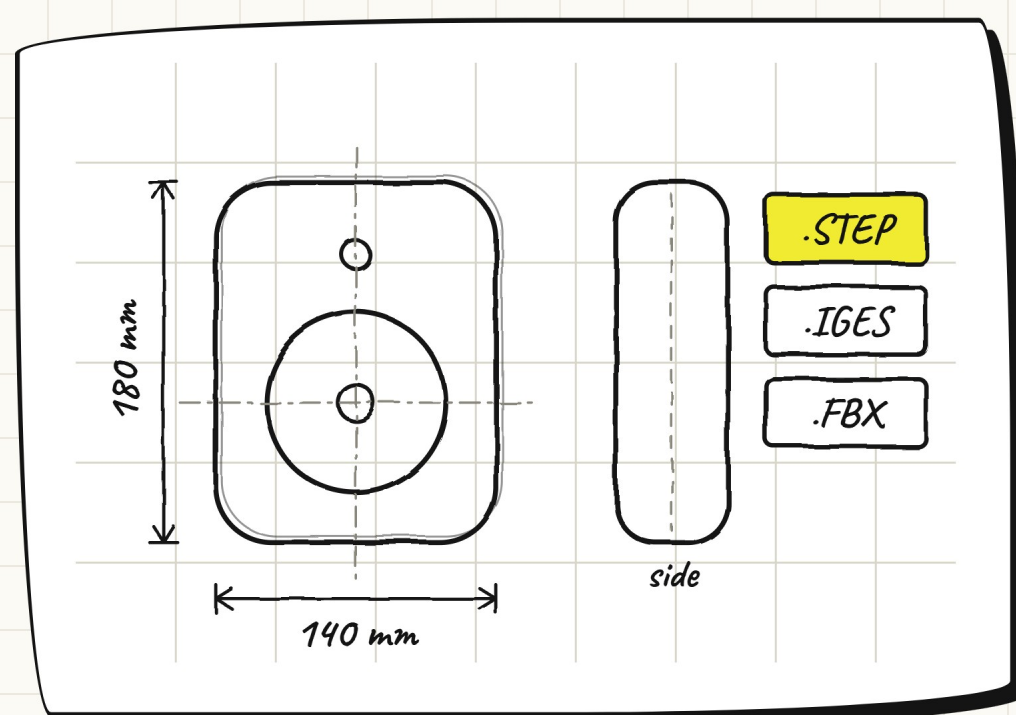


how a 3D product animation gets made

From CAD file to final video

Five steps, one accurate 3D model, and your approval before every big move. Here is what happens between the file you send us and the video you launch with.

2 revision rounds at every stage!



01 Your CAD file

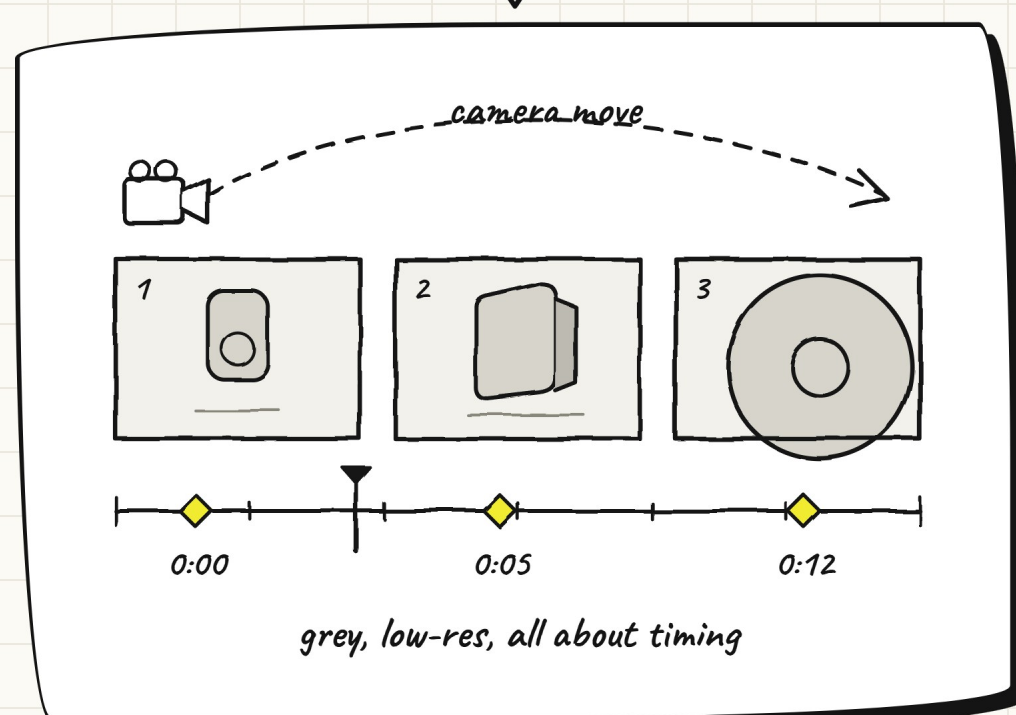
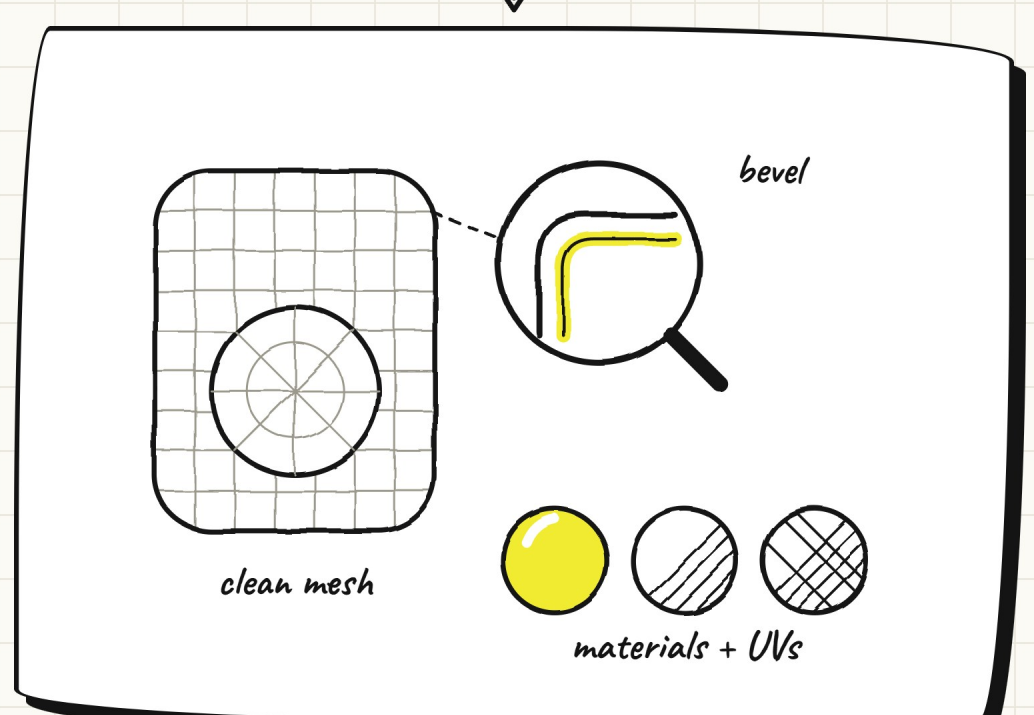
We start from your engineering data. STEP or IGES is ideal, FBX, OBJ or glTF work too. No CAD yet? We model the product from photos, drawings and dimensions.

tip: clean STEP file = sharpest result

02 Model prep & look dev

CAD is built for factories, not cameras. In Blender we repair topology, bevel sharp edges, strip hidden parts, unwrap UVs and build real-world materials. You approve lit still renders.

no real edge is 100% sharp!



03 Animatic

A low-res 3D blueprint of the whole video. We lock the story, timing and camera choreography before any heavy rendering starts.

2 revision rounds

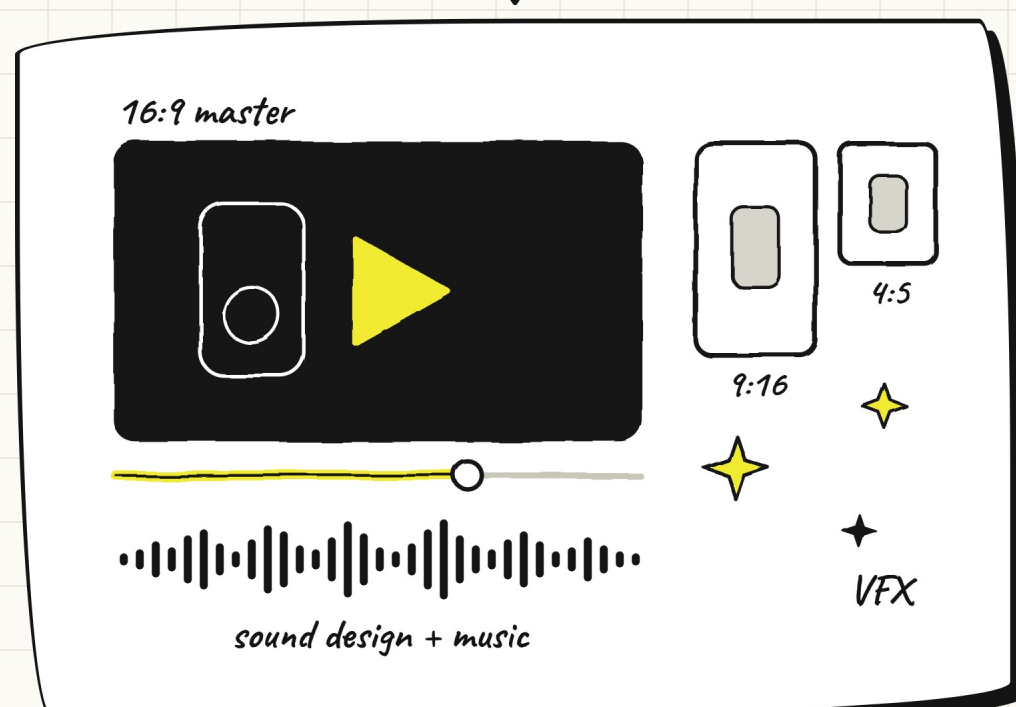
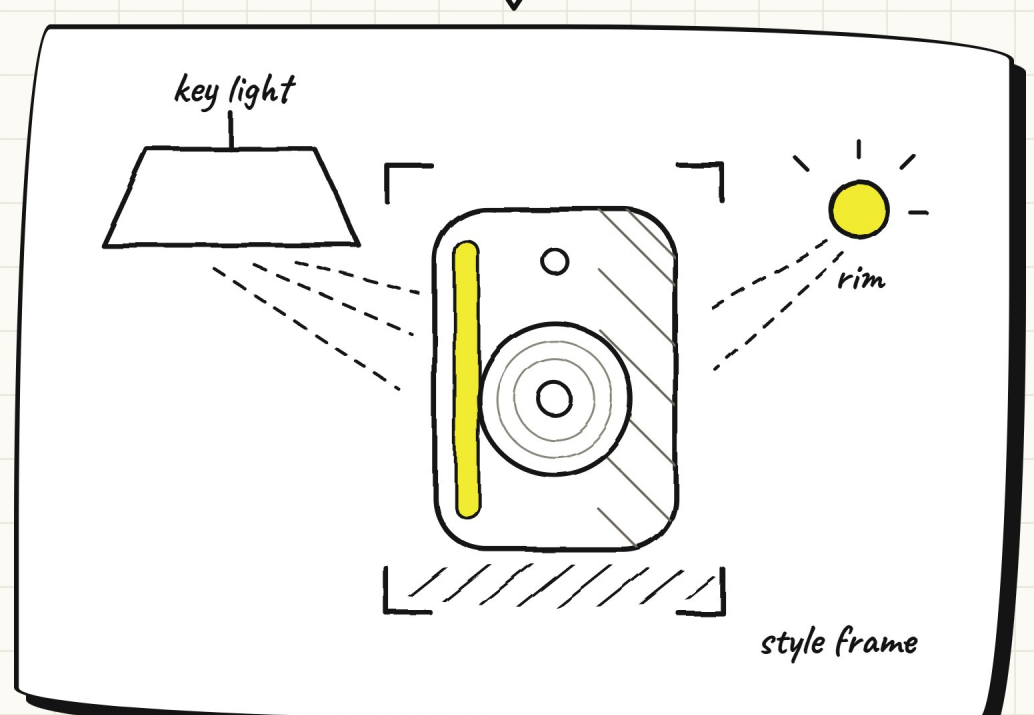
cheap to change here!

04 Full-quality preview

Photoreal textures, studio lighting and final materials go on. You review style frames and preview clips that show exactly how the finished video will look.

2 revision rounds

what you see is what you get



05 Final render & polish

High-res render, VFX, sound design, music and color grading. Delivered as a Full HD 16:9 master, with 4K and vertical social cuts available.

2 polish rounds

ready for launch day

Your launch video, no surprises.

~20

business days for a standard 1-minute video*

2x

revision rounds at every production stage

1

3D model, reused for renders, social cuts and updates

*from a clean CAD file. Complex products or models built from scratch can take up to two months.