

What You Need to Know About 3D Cloud Lifestyle Renders



**Data-driven
scene assembly**

**Quick start with
room templates**

**Easy for marketing
teams to master**

**Scalable e-comm
and marketing imagery**

**Swap products,
keep styling**

What makes 3D Cloud Lifestyle Renders unique?

3D Cloud Lifestyle Renders combine the control and scalability of 3D room planning with the emotional impact of real photography. Marketing and e-commerce teams can quickly create aspirational, photorealistic scenes at scale without physical sets or styling teams.

Products can be swapped, styled, and re-rendered in seconds, with outputs tailored to marketing, merchandising, and ecommerce formats. They also create a “wow moment” in design services appointments, helping clients visualize fully-styled rooms.

Fast Facts

- Modular scene templates built in 3D
- Data-driven product placement and layout logic
- Supports seasonal and trend-based content updates
- High-resolution output for both print and digital use
- Built-in library of finishes, props, and environments
- Fully integrated with the 3D Cloud Platform and DAM

**Faster production of
campaign-ready images**

**Significant cost savings vs.
traditional photography**

**Consistent branding across
entire product lines**

**Flexible room scenes that support
ongoing content refreshes**

**Stronger storytelling and improved
conversions on product detail pages (PDPs)**



Is it secure?

All 3D Cloud applications are hosted in a secure cloud environment with layered architecture, redundancy, and 24/7 monitoring. Penetration and vulnerability testing are conducted regularly. 3D Cloud is SOC 2 Type I & II and ISO 27001/2013 compliant.



Will it work with our other systems?

- Image assets can be exported to PIM, DAM, CMS, and e-commerce
- Auto-updates with product logic from the 3D Cloud Platform
- Designed for multichannel content teams

Visit us to learn more:



How is 3D Cloud Lifestyle Renders different?

- ☒ Room templates are reusable and tied directly to product data
- ☒ Entirely digital—no need for physical sets or photography
- ☒ Utilizes existing 3D logic and asset libraries
- ☒ Supports large-scale multi-product rendering
- ☒ Seamlessly integrates into full 3D Cloud workflows

Who is using 3D Cloud Lifestyle Renders?

BALLARD DESIGNS



C. S. Wo & Sons