

# Standalone Renderer

## Feature – Benefit Analysis

Feature	Benefit
<b>1 24/7 rendering</b>	Makes maximum use of valuable time resource – both in working hours and overnight
<b>2 Rendering “exported” to a non-design machine</b>	Frees up your design machine increasing productivity
<b>3 <u>Quality</u> / standard of render</b>	By “freeing” the design machine standards and resolution of images can be raised to very high levels improving presentation quality and, possibly, “close” ratios
<b>4 Increased image quantities</b>	You can now do ultimate quality renders in multiple room views without time penalties with definite improvement in perceived presentation quality and, again, “close” ratios
<b>5 Networked render assignments</b>	The rendering machine may receive image render requests from multiple design machines freeing all of them from the rendering task
<b>6 Web site image production</b>	Large numbers of room sets can be rendered away from the design process to enhance web sites without the need for set-builds and photo shoots
<b>7 “Options” marketing Main items are constant but décor changes e.g. several tile choices</b>	Consumers may benefit from options choices particularly in areas such as tiling. Sellers increase their professionalism and likely closure by offering choices – all in superb render quality (See Vitra room set images attached)
<b>8 More use of “panoramas”</b>	The excellent panorama feature in photo-rendering can be a far more realistic presentation option when renders are done in high quality and in “dead” time. Don’t forget – the panorama viewers are free
<b>9 Grey-scale images for price lists</b>	Printed price lists can be produced using grey-scale images of excellent quality with absolute ease and avoiding the costs of photography. Mereway’s Kitchens price list is a recent example
<b>10 Furniture product options</b>	Sellers can add super quality images of door, handle and worktop configuration choices really easily. Again, the benefits are increased client choice in presentation and more likely closing of sales.