



FIELD GUIDE / 2026 EDITION

Show the Full Cycle. The Visuals Integrators Close Deals With.

How a robotics or automation company shows what a booth unit cannot: the arm, the cell and the full cycle at real speed, a priced set and the brief lines that slow it down.

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START HERE

A booth unit stands still. The sale is in the motion

A robot or a production cell is sold on reach, speed and payload, and on what it does to the customer's line. A unit on the stand shows none of that. It sits behind a fence, runs a demo at a fraction of its speed, and cost a freight bill and a week of set-up to get there.

Integrators and plant managers decide on the cycle: what is picked, where it goes, how long it takes and how much floor the cell needs. Photographs of the arm on white do not answer that. Most of the overspend we see goes on moving hardware so people can look at it, while the one thing the buyer needed, the full cycle in a cell like theirs, never gets made.

WHAT THE ROBOTICS COMPANY BRINGS	WHAT THE INTEGRATOR DECIDES ON
01 The arm on the stand	The cycle time and the reach, in a cell like theirs
02 A data sheet with payload and repeatability	The payload at the end of the arm, with the real part
03 A demo loop at safe speed	The cycle at real speed, with guarding and conveyor in place
04 Photographs of the robot on white	The footprint: how the cell fits the floor and the line around it
05 A stand at one show a year	A cycle film on every sales call, in every market

The robot stayed at the factory.

A robot maker we work with took renders and a cycle animation to shows instead of shipping the arm. The numbers below are from that change.

92%

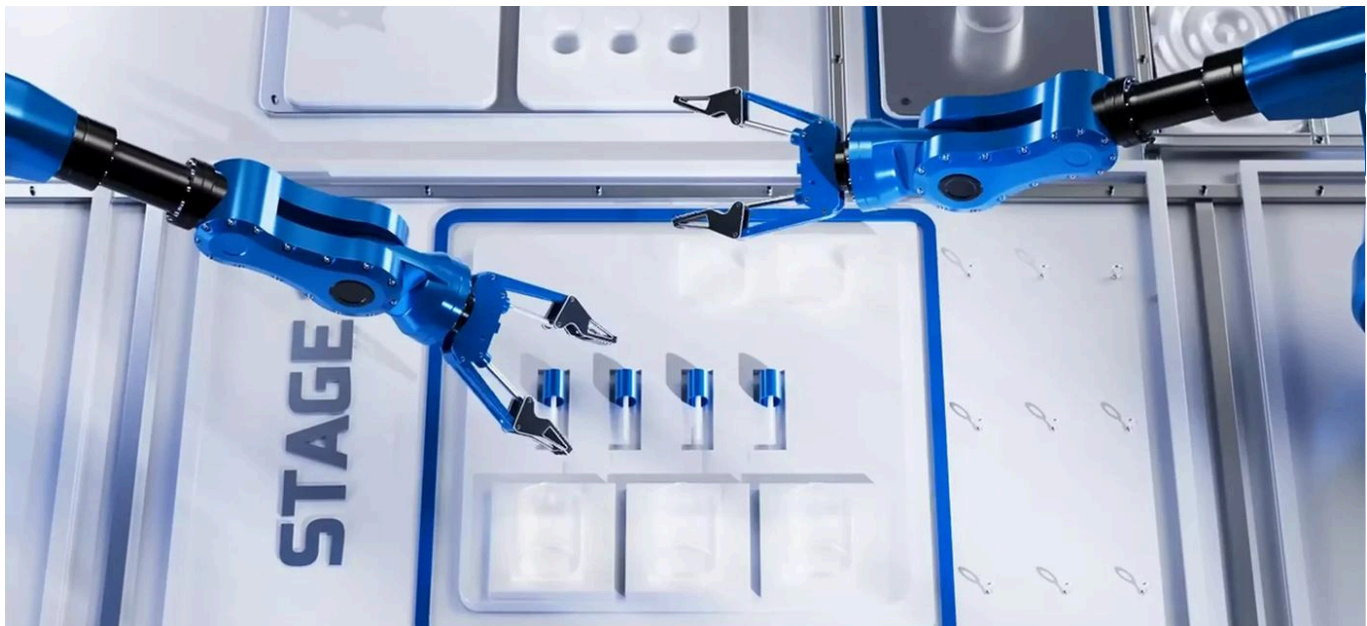
MORE ENGAGEMENT AT THE BOOTH

65%

HIGHER LEAD CONVERSION AFTER PRESENTATIONS

70%

LOWER DEMO PRODUCTION COST



Maverick Frame production render.

THE CYCLE SET

One robot, one cell, priced line by line

A composite of the sets robotics and automation companies bring us, priced at our rate of \$45 an hour from clean STEP exports. One arm, two grippers, one cell and a 30-second cycle film, animated at 2 hours per second. A raw fused export adds repair first.

	LINE ITEM	BASIS	AT \$45 AN HOUR
01	Robot model from a clean STEP export, joints set at real pivots and limits	32 h	\$1,440
02	End-of-arm tooling: two grippers from CAD	2 x 6 h	\$540
03	The cell from your layout: guarding, conveyor, fixtures, the part	24 h	\$1,080
04	Robot views on white for the catalogue and data sheet	5 x 4 h	\$900
05	The cell in a plant setting, in operation	3 x 6 h	\$810
06	Reach and payload: working envelope drawn over the cell	2 x 4 h	\$360
07	Close-ups: gripper, wrist joint, controller	3 x 4 h	\$540
08	Payload class and colour variants on the lit scene	6 x 1 h	\$270
09	Cycle animation, 30 seconds: the full pick and place at real speed	30 s x 2 h	\$2,700
10	Booth loop re-timed from the cycle film	8 h	\$360
	Built once, rows 01, 02, 03, 68 hours		\$3,060
	Images and motion, rows 04, 05, 06, 07, 08, 09, 10, 132 hours		\$5,940

The cycle set, 200 hours at \$45 **\$9,000**

The same 200 hours on a subscription from \$35 **from \$7,000**

SHOT	WHAT THE BUYER CHECKS	WHERE IT GOES
Cycle animation	Cycle time, path and clearances	Sales calls, booth, product page
Cell in operation	Footprint and the line around it	Proposals, integrator decks
Reach and payload	Whether it reaches every station	Data sheet, tender documents
Views on white	The arm itself: finish, cabling, build	Catalogue, distributor portals

Start with the cycle

Rows 01, 02, 03 and 09 give sales the one thing a booth unit cannot show, the full cycle in a cell: 128 hours, \$5,760. Stills and variants follow from the same models.

MISTAKES

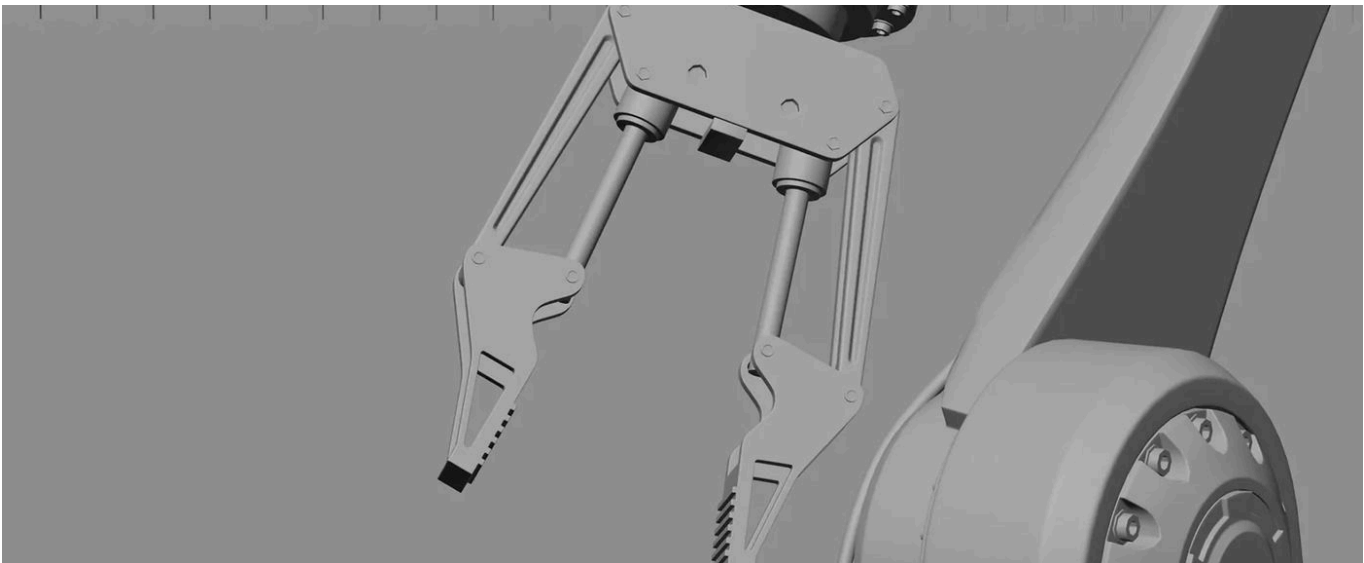
Mistakes from your side of the table

These are lines we read in robotics and automation briefs almost every month. Each is reasonable in a product meeting and expensive in production.

WHAT ROBOTICS COMPANIES WRITE	WHAT TO WRITE INSTEAD
01 'Show the robot'	Show the cell and the part being handled. Buyers buy the task, not the arm.
02 'Fast and precise'	The cycle time, reach, payload and repeatability. We animate at real speed, and a slowed demo reads as a slow robot.
03 'Animate the whole line'	Pick the one cycle that sells, in 30 seconds. A full line film is a different budget and rarely watched to the end.
04 'The layout is confidential'	Send it under NDA and say what must be generic. An invented cell looks invented to an integrator.
05 'Make it look futuristic'	A plant they recognise: guarding, floor markings, cable trays, real light. Integrators trust a cell that looks installable.
06 'Use the model from the website'	The STEP of the exact variant and tooling you sell. A download often has the wrong reach or wrist.

Before the cycle animation starts

- ☐ The part: what it is, its weight, where it comes from and where it goes.
- ☐ The cycle time and the path points, from your simulation if one exists.
- ☐ Guarding, conveyor and fixtures from the cell layout.
- ☐ The camera views: overview, gripper close-up, operator side.
- ☐ The screens it will run on, from the booth wall to a laptop in a meeting.



Maverick Frame production render.

THE ONE PAGE

What automation teams actually send us

The manufacturers whose logos sit on our pages do not send animation specifications. For a robot or a cell they send something close to this, with the STEP files attached, and it is enough to quote from and to book the time.

01	The system	The robot or cell, its model name and payload class.
02	The files	STEP exports of the arm, the tooling and the cell layout.
03	The part	What is handled, its size and weight.
04	The cycle	Cycle time, path and stations, or the simulation file.
05	The plant	The industry the cell is sold into and how its floor looks.
06	Motion	Length of the cycle film and every loop cut from it.
07	Formats	Booth wall, sales deck, product page, proposal.
08	The dates	The show, the launch, the first customer meeting.
09	Confidential	Your NDA and what must be generic.
10	The budget	A figure or a range. It is the fastest way to a fitting scope.

Real speed or no speed

We time the animation from your cycle data. If the cycle time is not public yet, we agree what to show instead, rather than inventing a speed a buyer will later measure.

One model, every cell

The robot and tooling are archived. The next cell, gripper or payload class starts from them, and we quote only the new parts.



Maverick Frame production render.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us the STEP and the cell layout

STEP exports of the robot and the tooling, the cell layout, the cycle data if you have it and the date of the next show, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Manufacturing CGI	maverickframe.com/solutions/3d-rendering-for-manufacturing/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.