



FIELD GUIDE / 2026 EDITION

Five Stages. One Device Model. Rendered Once, Not Five.

Which medical device visuals to order from the CAD model to the trade show, the tender and the manual, what the 3D model carries over, and the budget per stage at our product rate.

START HERE

Five vendors, five looks, one device

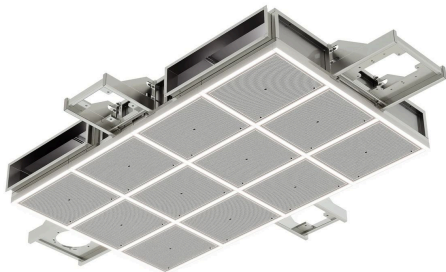
Most medical device companies buy visuals one stage at a time. A rendering for the investor deck from one freelancer, catalog photos from a studio, trade show graphics from the booth builder, exploded views from engineering and manual illustrations from a technical writer.

Each of them rebuilds the same device from the same CAD, and each makes it look slightly different. Buyers see five products where you sell one, and you pay for the setup five times.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The device is set up again for every new set	The device is prepared once and updated as the design changes
02	Every model in the range is a new shoot or a new render	Variants are renders from a fixed camera and light
03	Catalog, booth and manual look like three companies	One look across catalog, website, booth, tender and manual

The model is the asset. The images are the output.

A device prepared in 3D from your CAD, with materials, finishes and light matched to the real product, is the largest cost in the first set. If it stays with one studio, every later set is cameras and rendering rather than setup.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

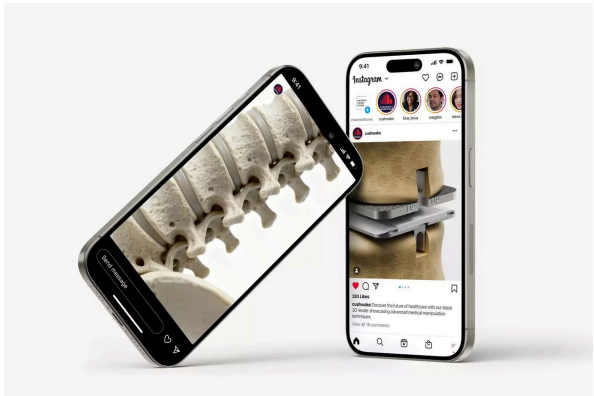
Five stages, in the order most medical devices meet them. Each row says what to order, who will look at it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Pre-launch	A hero studio view and a close-up from the engineering CAD	Investors, first distributors	The device model and the look
Launch	Catalog views on white for every model, exploded views per family	Website, catalog, distributors	The camera and light setup
Trade shows	The device in a clinical setting, booth wall and screen formats	Booth visitors, sales team	The room scene
Tenders and sales	Clinical room views and inside views for each product family	Tender panels, hospital buyers	The scenes on file
Manuals	Technical views for the IFU, the user manual and training	Users, service teams	A view library for the next model

Start where you are

If the trade show is next month, order the trade show set now, and ask for the device to be kept as one scene with fixed cameras on file. That is what lets the catalog, the tender and the manual reuse it rather than start again.

Not every device passes through all five stages. A device already on the market may start at Launch with a catalog refresh; a startup may stop at Pre-launch until funding closes. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



Maverick Frame production render.

WHAT IT COSTS

One range, five stages, line by line

A composite of one product range of six models in two families, priced at our product rate of \$45 an hour. Hours follow our product norms: a view on white or a studio view about 4 hours, a scene about 6. Your numbers will differ; the proportions and the saving from reusing the model usually do not.

LINE ITEM	BASIS	AT \$45 AN HOUR
01 Pre-launch: CAD clean-up, materials and light setup for the range	16 h, once	\$720
02 Pre-launch: hero studio view and a close-up	2 x 4 h, model reused	\$360
03 Launch: catalog view on white for each model	6 x 4 h, setup reused	\$1,080
04 Launch: exploded view for each product family	2 x 6 h, model reused	\$540
05 Trade shows: the device in a clinical setting	2 x 6 h, model reused	\$540
06 Trade shows: booth wall and screen formats	10 x 1 h, renders reused	\$450
07 Tenders and sales: clinical room view per family	2 x 6 h, scenes reused	\$540
08 Manuals: technical views for the IFU and manual	8 x 2 h, model reused	\$720
Pre-launch subtotal		\$1,080
Launch subtotal		\$1,620
Trade shows subtotal		\$990
Tenders and sales subtotal		\$540
Manuals subtotal		\$720

Planned as one roadmap **\$4,950**

The same visuals bought stage by stage, from scratch **\$7,830**



From scratch means the same lines plus \$2,880: the \$720 setup done again at Launch, Trade shows, Tenders and Manuals. Shares above are of the \$4,950 planned total, 110 studio hours.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

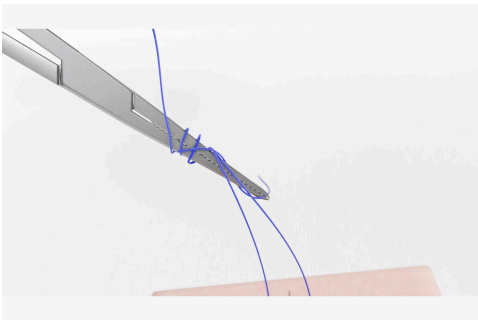
01	Pre-launch: the CAD	STEP or native CAD exports of the device. Simplified or confidential parts can be removed before sending.
02	Pre-launch: the look	Colours, finishes and material samples or photos, and two references for the style.
03	Launch: the range	The list of models and variants, and which ones share a housing.
04	Launch: the channels	Catalog, website, e-commerce, distributors, LinkedIn: where the images will run.
05	Trade shows: the booth	The show, the booth size and the screens, and the date the graphics go to print.
06	Tenders: the setting	The rooms the device goes into and the installation drawings.
07	Manuals: the views	The steps, parts and positions your IFU or manual needs to show.
08	Every stage: the date	The launch, the trade show, the tender deadline or the print date. We plan backwards from it.

Change stage, keep the scene

If we built your device at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any design changes since. The model is on file, so the quote starts from rendering, not setup.

Our terms are on the next page

Market ranges, our standard timelines and what counts as a revision round are on page 06. The composite on page 04 uses our product rate of \$45 an hour.



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 what you already have

Plans, a model, photographs or a draft brief, 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/
Medical device work	maverickframe.com/solutions/medical-device-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the 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.