



FIELD GUIDE / 2026 EDITION

Before You Build a Virtual Showroom

A decision framework for something that is often built, launched and then never visited — including the lighter options that deliver most of the same value.

START HERE

Built, launched, and then quiet

Virtual showrooms are one of the few marketing assets that routinely get built, announced, and then receive almost no traffic after launch week. The cause is rarely the build quality. It is that the showroom answers a question nobody was asking.

A physical showroom works because it removes friction: you stand next to the thing, at scale, with someone to ask. A virtual one only works if it removes a friction your website has not already removed — and most product pages have removed rather a lot.

Where they genuinely work

- A range too large or too costly to display physically
- Buyers a long way from any showroom you have
- Products only understood at scale — kitchens, vehicles, furniture in a room
- A sales team who will walk clients through it live on a call

Where they fail

- Used as a substitute for a product page that was the real problem
- Nobody owns it the day after launch
- The range changes twice a year and the showroom does not
- It needs a headset the audience does not have
- No analytics, so nobody can say whether it worked

More than 40% of what we are commissioned to make now includes animation, 360 tours, VR or panoramas, and the share is rising. What changed is not appetite — it is that real-time made this affordable. We build and render in 3ds Max because the result is better, and D5 real-time carries the animation and the economics.

DIM KUZMENKO, CO-FOUNDER, MAVERICK FRAME STUDIO

Which is the good news and the trap in one sentence. These are far cheaper to build than they were, so far more get built — and the question of whether anyone will visit gets asked later than it should be.

THE FRAMEWORK

Five questions, answered honestly

Answer these in writing before a brief goes anywhere. Each one has sunk a project we have seen, and each one costs nothing to ask now.

01 What does it do that our product page does not?

Write the answer as one sentence. If it comes out as “it looks impressive”, you have a launch rather than an asset. If it comes out as “a buyer in another country can see the whole range at scale before a sales call”, that is a reason to proceed.

02 Who walks a visitor through it?

Self-guided showrooms tend to produce short sessions. The ones that convert are usually driven by a salesperson sharing a screen and narrating. If nobody in your team will do that, expect traffic to behave like a microsite.

03 What happens when the range changes?

Ask before you build: what does adding a product cost, what does removing one cost, and who performs the change? A showroom still displaying last season is worse than no showroom, because it is evidence.

04 Who owns it the day after launch?

A named person, with hours in their week and a line in next year's budget. Not “marketing”. Unowned assets decay in public.

05 What device is the audience actually on?

Check your own analytics before deciding, not the case studies. If most of your visitors research on a phone, a heavy 3D environment is the wrong container for your content however well it is made.

The honest default

If you cannot answer question 01 in a single sentence and question 04 with a name, do not build it yet. That is not a soft recommendation — it is the most common reason these projects end up unvisited, and checking costs one meeting before any budget is committed.

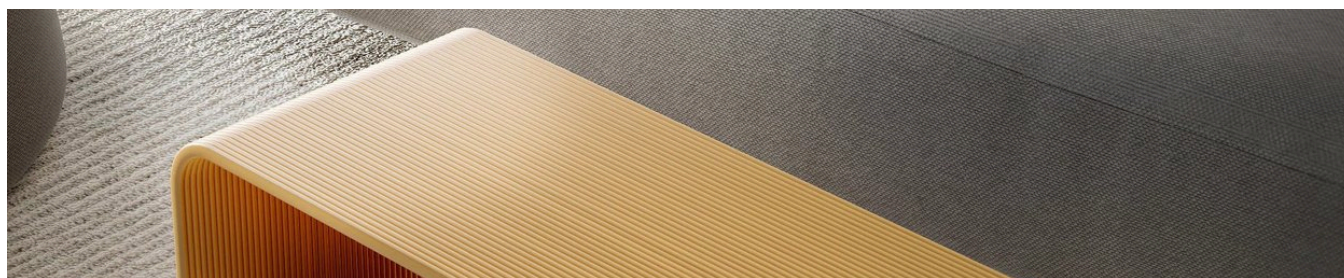
STEP 02

The lighter options, and what each one gives

Roughly ordered by cost and effort. Most of the value people expect from a virtual showroom is available from one of the first three rows, at a fraction of the commitment.

OPTION	WHAT IT GIVES YOU	UPKEEP	BEST WHEN
A properly made image set	Consistent renders of every product and finish, same camera and light. The comparability that makes a range understandable. Drops into the site you already have.	Low — add images as products are added	Almost always the first thing to fix, and often the only thing needed
Linked 360 panoramas	The feeling of being in the space, from a handful of stitched viewpoints with hotspots between them. A fraction of the build.	Low to moderate — re-render a panorama when a space changes	You need scale and place, not free movement
A product configurator	The buyer sees their combination rather than yours, and you capture intent you can actually measure.	Moderate — cheap to extend if the model was built for it	The range is combinatorial: finishes, sizes, modules
A short walkthrough animation	Control over the story and the order things are seen in. Works on every device, and in an email.	None — it is a file	You want a launch moment and a sales tool in one
A real-time 3D showroom	Free movement, live product interaction, a space a salesperson can guide a client through on a call.	Real — budget for it annually	Large range, remote buyers, and a person who will guide the visit
VR headset experience	Presence and true scale. Nothing else feels like standing inside the space.	Real, plus hardware and someone to run it	Trade stands, sales suites, clients you meet in person

Watch the upkeep column. It decides whether the project is still alive in two years, and it is the column most often left out of the original quote. Ask for the annual figure alongside the build figure, in the same document.



Maverick Frame production render.

STEP 03

Score it before you brief it

Ten ticks. Count them honestly — the value of this page is that it gives you permission not to spend the money.

- | | |
|---|---|
| ☐ Our range is too large or too costly to display physically | ☐ A named owner exists, with hours in their week for it |
| ☐ A meaningful share of our buyers are far from any showroom | ☐ Our range changes rarely, or the platform makes changes cheap |
| ☐ The product is only properly understood at scale, in a space | ☐ Our audience researches this on a desktop |
| ☐ A named person will guide visits on live calls | ☐ We can measure what happens inside it, and we know what success is |
| ☐ Budget is allocated for updates, not only for the build | ☐ Our product page and image set are already good |

YOUR SCORE

WHAT TO DO ABOUT IT

Eight to ten

Build it — and commit a real share of the budget to the year *after* launch, not only to the launch.

Five to seven

Build a lighter version first: linked panoramas or a configurator. Run it for a year, look at what people actually did, then decide.

Under five

You probably do not need one. Fix the image set, put the rest into the product page, and revisit this when one of the ticks above changes.

The last tick is the one to check first

If your current product images are inconsistent — shot at different times, by different people, on different backgrounds — a virtual showroom will not rescue them. It will display them, larger, in a place fewer people visit. Fix the set first. In a surprising number of cases that turns out to have been the entire brief.

WORKING WITH A STUDIO

Cost, and how to brief it

Two things people ask us before anything else. Both answers are short.

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

Market ranges we are willing to publish. Turnaround and revision-round figures are deliberately not in this table: ours vary too much by project type to state as a benchmark, and an invented number here would be worse than none.

How to brief it — shorter is better

This is the opposite of what most people assume. Four things:

- What you need — **how many images, and of what**
- The plans and elevations, as they are
- A few reference images for mood and light
- One clear line on what the images are *for*

Inflating a small job into a fifty-page specification backfires: taken literally it comes out ugly, and it misleads the people doing the work. Tell them the intent and let the team that does this daily handle the detail.

The mistake that costs the most

The biggest failure we see is not choosing the wrong vendor. It is **timing**. People start looking only after the first supplier has already failed and the deadline is on fire, then choose in a panic.

Line up and vet rendering partners **before** you need one. One, ideally a few, briefed and ready to take work. It costs an afternoon now and saves a project later.

10+

YEARS RENDERING
VISUAL STORYTELLING

350+

BRANDS & AGENCIES
EMPOWERED GLOBALLY

95%

CLIENT
SATISFACTION RATE

40%+

OF OUR COMMISSIONS NOW
INCLUDE MOTION OR 360



MAVERICK
FRAME
STUDIO

When the image has to hold up, **talk to us**

We are a CGI studio: architectural and product rendering, 3D modelling, animation, 360 tours and VR. Ten years, 350+ brands and agencies, and the kind of work that still looks right when somebody counts the windows.

Send us the plans and a line on what the images are for. You get a scope and a price, and no obligation to use either.

START HERE

maverickframe.com/contacts

SEE THE WORK

maverickframe.com/gallery

WRITTEN BY

Dim Kuzmenko

Co-Founder



Maverick Frame production render. · Cost ranges are market ranges as of 2026 and are not a quotation.

