

The True Cost of XR Content Creation & Deployment

One of the most common questions we hear from companies looking to break into augmented reality (AR) and virtual reality (VR) is, “How much is this going to cost me?”

It’s understandably frustrating when the answer is “It depends.” That’s why we’re here to demystify the budget that goes into various types of extended reality (XR) content creation. While these numbers may not be 100% correlated to your unique project, these three different examples will show you the breakdown of a typical project, depending on the scope.

We’ll also show you how TeamworkAR and tight collaboration with leaders in the metaverse such as Apple, Google, Matterport, Meta, Twilio and ServiceNow can dramatically cut those costs while also simplifying the technical, time-consuming, and labor-intensive process that usually goes into crafting high-quality 3D models, the corresponding programming and the integration of that content with the tools your teams use every day.

Flexible, scalable formats & deployment

Mixed reality for any device, anywhere. Experiences are available on iOS, Android, web and wearable platforms (HMT-1), allowing for interoperability for support and collaboration in multi-user environments that allows virtual and non-virtual tasks to be supported by new forms of user interaction using different technologies.

Quick start content

To get started, we often recommend a minimum viable product (MVP) that lets you test the waters and gauge the appetite your audience has for XR technology. These are small, intuitive, and user-friendly applications and use cases that generally include 1–5 3D models.

VR content creation

Proprietary VR built for Android and Meta Quest using internal staff

WebXR using Teamwork + Matterport

HOURS		HOURS
280	Scene creation	16
200	Game level design & physics	40
40	Object capture	8
20	Object steps	20
60	Object animation	60
120	Reporting	40
720	Total hours	184
\$90,000	TOTAL COST:	\$23,000

75% lower cost with WebXR using Teamwork + Matterport

Customized content for mid-tier use case

The next step up is an app with custom features and more models. A great example is an AR dressing room for an eCommerce shop. Programming and UX take up a majority of the budget, but, as the amount of 3D models increases, so too does the percentage of 3D model design.

Mixed reality

Proprietary VR built for Android and Meta Quest using internal staff

WebXR using Teamwork + Matterport

HOURS		HOURS
280	Scene creation	16
160	Interactivity	n/a
40	Object capture	8
20	Object steps	20
60	Object animation	60
200	Course creation	200
760	Total hours	304
\$95,000	TOTAL COST:	\$38,000

40% lower cost with WebXR using Teamwork + Matterport

Enterprise content

The highest tier is ideal for enterprise companies that have a clear set of performance strategies for XR technology, such as learning and development, remote support, or customer service. Additional technologies like AI, a recommendation engine or facial recognition can be leveraged, thus our inclusion of a data science budget. These applications generally require replication of full rooms and hundreds of 3D models, making the cost reduction associated with TeamworkAR even more substantial.

Augmented reality

Proprietary VR built for Android and Meta Quest using internal staff

AR Using TeamworkAR

HOURS		HOURS
80	Object capture digital twin	8
20	Object steps	20
60	Object animation	60
20	Object recognition	20
180	Total hours	108
\$21,600	TOTAL COST:	\$12,960

40% lower cost with AR using TeamworkAR

* Costs and calculations are based on previous enterprise client projects. Final costs will heavily depend on the unique features and requirements of your use cases and the scale required.

** Estimates do not include licensing fees. Cost benefits become even more pronounced as the project’s scope increases.

HOW OUR PARTNERSHIPS HELP

Improve UX, adoption and scale

While these are only ballpark figures and your final costs will heavily depend on the unique features and requirements of your use cases and the scale required, the analysis in this cost breakdown will remain true for every project. TeamworkAR dramatically cuts the amount of time spent programming applications and designing 3D models, while streamlining deployment through native integrations with the tools and hardware your teams already use. The performance and cost benefits become even more pronounced as the project’s scope increases.

To get started with your own proof of concept, contact our team today.

Strategic technology partners

TeamworkAR omnichannel communication engine

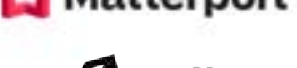
APIs, analytic capabilities and integration tools

AR/VR experiences

POWERED BY:

POWERED BY:

POWERED BY:



Hardware & Influence

Resell Partner

POWERED BY:

POWERED BY:



About TeamworkAR by CGS

TeamworkAR by CGS Immersive is an enterprise extended reality (XR) platform that accelerates onboarding, safety compliance, and remote troubleshooting without traditional IT or logistical headaches. Frontline teams learn by doing in 3D environments or resolve issues 33% faster using real-time ‘see-what-I-see’ expert guidance. Delivered through our Immersive Learning as a Service (IlaaS) model, we bundle devices, content creation, logistics, and analytics into a single, device-agnostic solution. Your workforce can securely upskill and troubleshoot from anywhere in the world, while we manage the complexity of deploying and scaling the technology.

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