



LUX
Virtual

illuminating brilliant **ideas**TM

LET US BRING YOUR COMPLEX IDEA TO LIGHT.

Lux Virtual is a full-service digital marketing agency specializing in animation & video production.

We leverage the latest trends, systems and software to highlight innovative technologies, tell your story and enlighten your audience.

Lux services come at many levels. Use this document as an overview to see what our highly trained team of Producers, Technology Leaders, Strategists, Game Designers, Brand Managers, Animators, Developers, Writers, and Videographers have to offer.

Our team is standing by and anxiously waiting to work with you to bring your idea to light.



LUX ANIMATION



BLUE



GOLD



PLATINUM



DIAMOND

Creative Director Facilitating Project

No

Yes

Yes

Yes

Premium Animation

Yes

Yes

Yes

Yes

Typical Length

15-30 seconds

15-45 seconds

15-75 seconds

15-90 seconds

Blueprinting / Pre-Production Time

1-2 weeks

1-2 weeks

2-4 weeks

2-6 weeks

Production Time

2-4 weeks

3-6 weeks

4-8 weeks

4-12 weeks

Rounds of Revision

1 round

2 rounds

2-3 rounds

3-4 rounds

Final Editing / Packaging Creative Assets

1-2 weeks

1-2 weeks

2-4 weeks

3-6 weeks

Overall Schedule

4-8 weeks

5-11 weeks

8-16 weeks

8-24 weeks

Art Director / Strategist

No

No

Part-Time

Yes

Additional Personnel

No

No

Part-Time

Yes

EXAMPLES

**Galactic Harbor
Associates: Earth Port**

**Culver City Counts:
Voting**

**METRO:
Safetyville**

**HYPERLOOP | ONE:
Propulsion Test**

LUX VIDEO



BLUE



GOLD



PLATINUM



DIAMOND

Creative Director Facilitating Project

No

Yes

Yes

Yes

Premium Animation

No

Yes

Yes

Yes

Typical Length

15 seconds-2 minutes

90 seconds-4 minutes

2-4 minutes

2-5 minutes

Blueprinting / Pre-Production Time

1-2 weeks

1-2 weeks

2-4 weeks

2-4 weeks

Production Time

2-4 weeks

3-6 weeks

2-8 weeks

4-12 weeks

Rounds of Revision

1 round

2 rounds

2-3 rounds

3-4 rounds

Final Editing / Packaging Creative Assets

1-2 weeks

1-2 weeks

2-4 weeks

3-6 weeks

Overall Schedule

4-8 weeks

5-11 weeks

8-16 weeks

8-24 weeks

Art Director / Strategist

No

No

Part-Time

Yes

Additional Personnel

No

No

Part-Time

Yes

Add Ons: Animation / Drone / Additional Camera

No

Minimal

Yes

Yes

EXAMPLES

Travertine Spa

See Political:
Electoral Disfunction

Jet Blue:
Fly Like A Girl

From Within:
Uberman with VECKTA

LUX VR/AR/MIX



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PLATINUM



DIAMOND

Creative Director Facilitating Project	Yes	Yes	Yes	Yes
Premium Experience	Yes	Yes	Yes	Yes
Typical Length	Static Interaction	2-5 Minutes	90 seconds-4 minutes + Interaction	90 seconds-10 minutes + Game Play
Blueprinting / Pre-Production Time	2-8 weeks	4-16 weeks	6-20 weeks	8-24 weeks
Production Time	4-12 weeks	12-24 weeks	16-30 weeks	16-36 weeks
Number of Checkpoints w/ Potential Revision	1 checkpoint	2 checkpoints	3-4 checkpoints	3-5 checkpoints
Final Editing / Packaging Creative Assets	1-4 Weeks	4-8 weeks	4-12 weeks	4-20 weeks
Overall Schedule	7-24 Weeks	20-48 weeks	26-62 weeks	28-80 weeks
UX/UI Designer	No	Part-Time	Yes	Multiple
Additional Animators	No	Part-Time	Yes	Multiple
Add Ons: YouTube Flythroughs / Multi-Language	No	Yes	Yes	Yes
Back-End Coders / Game Designers	No	No	Yes	Multiple
Art Director / Strategist	No	No	Yes	Multiple
Android App	No	Yes	Yes	Yes
IOS App	No	Yes	Yes	Yes

EXAMPLES

Flexline:
Virtual Workout

YouTube Flythrough
VR Download Apple
VR Download Android

YouTube Flythrough
VR Download Apple
VR Download Android

AR Texas Rope 'Em
at SXSW

LUX CAMPAIGNS



BLUE



GOLD



PLATINUM



DIAMOND

Creative Director Facilitating Project

Yes

Yes

Yes

Yes

Planning Period / Engagement

1-2 weeks

1-3 weeks

2-4 weeks

2-6 weeks

Production Time

2-4 weeks

2-6 weeks

3-8 weeks

4-12 weeks

Overall Project Engagement to Launch

3-6 weeks

3-9 weeks

5-12 weeks

6-18 weeks

Ongoing Monthly Support

No

Minimal

Yes

Yes

Strategist

No

No

Part-Time

Yes

Additional Personnel: Graphic Artist + Art Director

No

No

Part-Time

Yes

Add Ons: Animated Videos

No

Minimal

Minimal

Yes

Add Ons: Monthly Newsletters + Social Campaign

No

Minimal

3-8 weeks

Yes

Add Ons: Designs + Flyers + Banners + Illustrations

No

No

Yes

Yes

Add Ons: Project Planning + Strategy 1/2-day Workshop

No

No

Minimal

Yes

Add Ons: Trade Show Design + Planning + Strategy

No

No

No

Yes

EXAMPLES

Sensar

HOPE61: Human
Trafficking Prevention
& Awareness

VECKTA: Energy
Transition Platform

Food Tools:
Industry Leader in
Portion Control



**Lux
Virtual**

Contact Us luxvirtual.com

Executive Producer // Robert@luxvirtual.com