

Soulmade 



Extended Reality Pricing Guide

We are Soulmade

Soulmade = Leveraging XR technology for
Training, Marketing and Innovation

Soulmade loves **transparency**. That's why we are sharing this pricing guide with you today. It contains some of our finished projects.

Want to know more? Contact us!

Kris Roosen
Customer relations
🌙 +32 468 16 44 46
kris.roosen@soulmade.eu





Before considering a project, you would like to understand the feasibility of your idea.

This guide sheds some light on the question we are all asking ourselves:

What does it cost?

What does it cost?

What does it cost?

P.S. Did you know...

SME's could get a government or European subsidy for their project. The value can go up to 50% of the total investment. We can advise you on this!

This could increase the feasibility & scope of your ideas. Ask us about it!

Hold on there, cowboy!

Before we dive into the use cases, allow us to explain some of the most used terms & technologies

EXTENDED REALITY



That can also look super realistic, by the way!



Some Soulmade realisations

<p>1</p> <p>Soft skill training in a safe environment VR</p> <p>TRAINING</p>  <p>23.394€</p>	<p>2</p> <p>Visual instructions as a guide MR</p> <p>TRAINING</p>  <p>28.350€</p>	<p>3</p> <p>Technical training: learn to weld VR</p> <p>TRAINING</p>  <p>59.400€</p>	<p>4</p> <p>Visualize products in 3D AR</p> <p>TRAINING</p>  <p>61.425€</p>
<p>5</p> <p>Holography as eyecatcher HOLO</p> <p>MARKETING</p>  <p>11.450€</p>	<p>6</p> <p>Product configurator for e-commerce AR</p> <p>MARKETING</p>  <p>83.700€</p>	<p>7</p> <p>Accurately measuring floors AR</p> <p>INNOVATION</p>  <p>22.275€</p>	<p>8</p> <p>Visualize and study molecules VR</p> <p>INNOVATION</p>  <p>80.325€</p>

Case 1

Soft skill training in a safe environment

- › No more awkward role-playing training or assessment thanks to this true-to-life simulation

You end up in the middle of a real environment, recorded with a **360° camera**, where you have to deal with a dissatisfied customer, for example.

Thanks to a predetermined **scenario structure**, the subject can respond to your input. Can you reassure him, or do you just make things worse?

- › Guidance by a trainer who teaches you tips & tricks

The trainer determines the course of the scenario based on your reaction. This allows him to test the student and **adjust the level of difficulty**.

At the end of the simulation, he goes over the different steps with the student and helps him/her **grow and develop his/her skills**.

Want to know more? [Watch the video here!](#)



Technology

VR 360°
video



Soft skill training in a safe environment

Description	Quantity	Unit rate	Amount
General			
Project management – concepting – UI design	2d	675 €	1.350 €
Hardware			
Pico G3	1st	399 €	399 €
Laptop is provided by the client	0st	0 €	0 €
Software development			
Gienie system + database setup	3d	675 €	2.025 €
Annual license for Gienie (first year is included in the project)	1st	720 €	720 €
Content development			
Configuration of scenario's in Gienie	5d	675 €	3.375 €
Pre-production, production and post-production	22d	675 €	14.850 €
Implementation			
Deployment & training	1d	675 €	675 €
			Total: 23.394 €

Prices are exclusive of VAT

Soulmade offers tailormade SLA's for longterm support separately. This can include maintenance, hosting, cloud services etc.

Case 2

Visual instructions as a guide

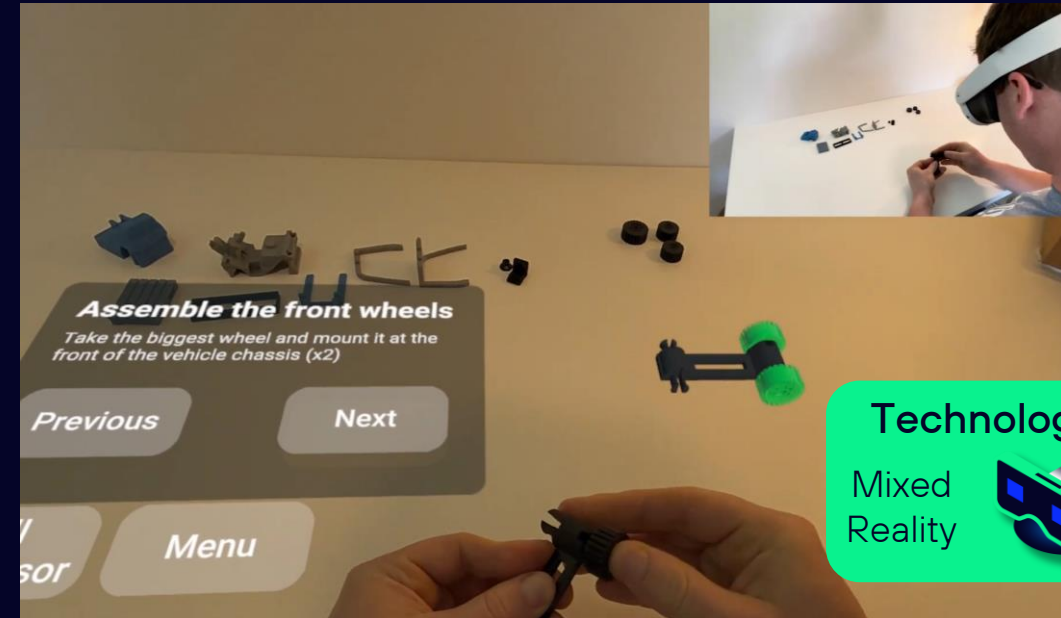
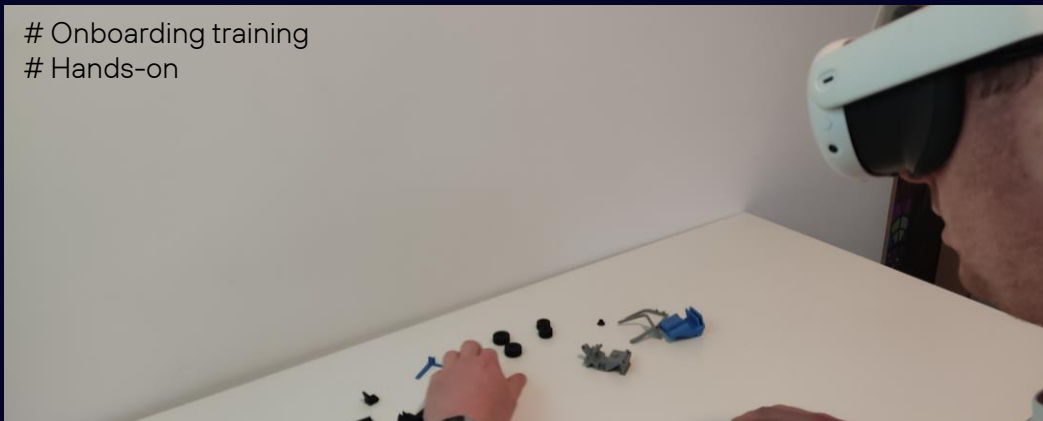
- › Intuitive training thanks to Mixed Reality

AR has been around for some time, but now you can actually merge the real and virtual worlds in an interactive way. That's what we call **Mixed Reality**. For example, you can hold and **manipulate the virtual elements**.

- › Make use of your own space and furniture

The application **automatically recognizes** all usable surfaces so you can use it anywhere.

Onboarding training
Hands-on



- › Learn new skills much faster

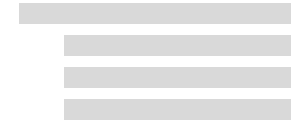
Learning with step-by-step instructions has never been so **intuitive**. This app works **without controllers** thanks to advanced hand tracking.

- › *Passthrough technology for optimal user comfort*

Because you can still see the real world, it increases **comfort of use** for experienced and new users alike

- › Efficient training with multiple students per trainer yet **individual guidance**

Want to know more? [Watch the video here!](#)



Visual instructions as a guide

Description	Quantity	Unit rate	Amount
General			
Project management – concepting – UI design	5d	675 €	3.375 €
Software development			
Application development			
- Mixed Reality with scene model			
- Hand tracking (no controllers required)			
- Development of 10 assembly steps	20d	675 €	13.500 €
Extra feature: Using voice commands to control the application	3d	675 €	2.025 €
Content development			
Development of 3D models and animation of objects	10d	675 €	6.750 €
Implementation			
Deployment & training	4d	675 €	2.700 €
			Total: 28.350 €

Prices are exclusive of VAT

Soulmade offers tailormade SLA's for longterm support separately. This can include maintenance, hosting, cloud services etc.

Case 3

Technical training in VR: learn to weld

With this app, you can learn to weld at your own pace or in a group. Built-in tests and questions will help you **master the operations and theory**.

- › Practice your hand grip
- › Improve your score

Instructors can easily **track students individually** based on saved results.

- › Thanks to virtual learning, you reduce the time required with "real practice material"

Besides welding, this set-up also lends itself perfectly to other **technical training**. No wonder we were subsequently asked to implement several additional exercises.

Pieces that can be reused in development do not have to be paid for again. As a result, additional exercises are always more economical than the initial ones.

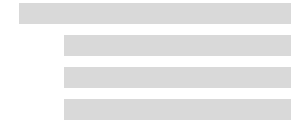
Want to know more? [Request a demo!](#)



Technology

Virtual Reality





Technical training in VR: learn to weld

Description	Quantity	Unit rate	Amount
General			
Project management - concepting - UI design	15d	675 €	10.125 €
Hardware			
Hardware is supplied by client	0	0 €	0 €
Software development			
Welding functionalities according to specifications incl. grading system	50d	675 €	33.750 €
Application/Feature testing	2d	675 €	1.350 €
Content development			
Welding equipment, environment, work pieces	18d	675 €	12.150 €
Implementation			
Deployment, commissioning	1d	675 €	675 €
Acceptation testing	2d	675 €	1.350 €
			Total: 59.400 €

Prices are exclusive of VAT

Soulmade offers tailormade SLA's for longterm support separately. This can include maintenance, hosting, cloud services etc.

Case 4

Visualize products in 3D

This application was developed for a learning center that provides training on heat pumps, among other things.

- › Placement and configuration of a heat pump in a real room

This application allows you to place a **virtual heat pump in a real room**. You can adjust various settings.

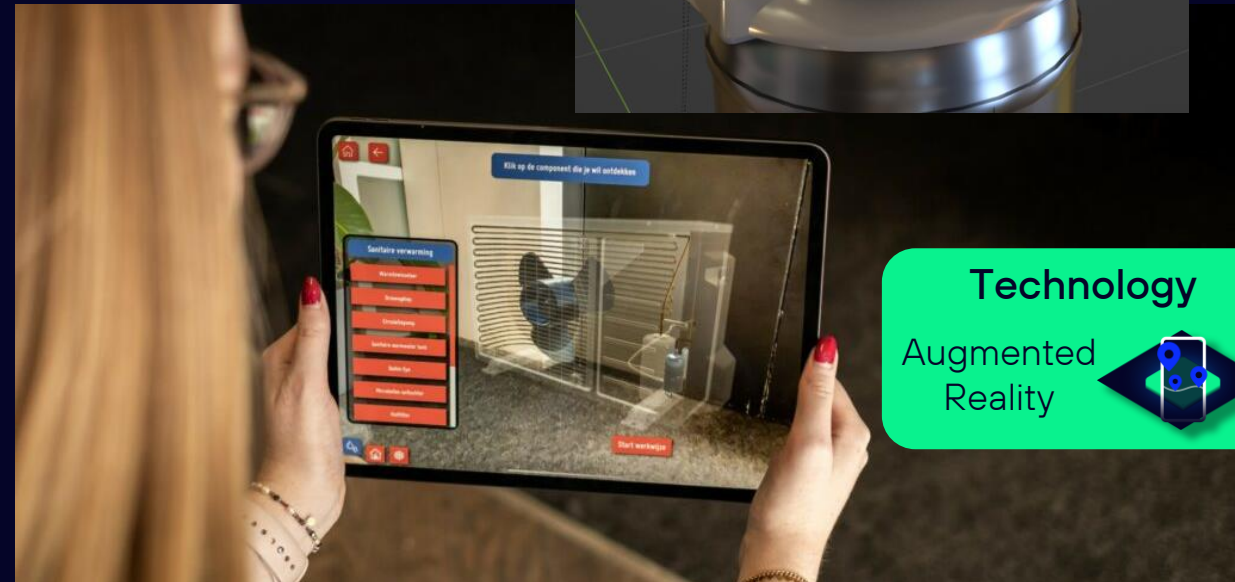
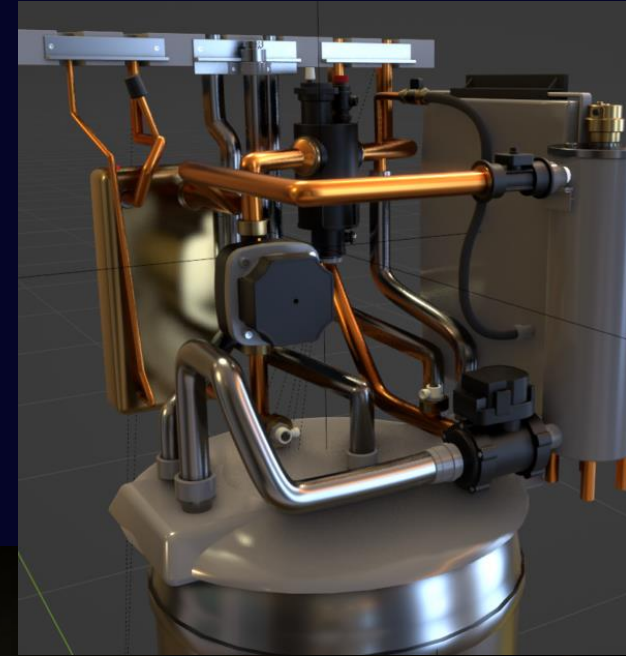
- › View all components inside and out

Thanks to the **various visualizations** in the app, you can view the heat pump from all sides, even the inside!

- › Study all processes of the working device, live

The working device is visualized in such a way that you can **see all the working components and fluids** moving. This is how you really get to know the process behind the machine.

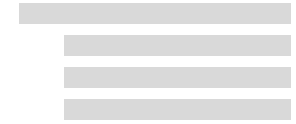
Want to know more? [Reach out!](#)



Technology

Augmented Reality





Visualize products in 3D

Description	Quantity	Unit rate	Amount
General			
Project management – concepting – UI design	10d	675 €	6.750 €
Software development			
Application development - Quiz with grading system - Content management system - Livestream functionality	42d	675 €	28.350 €
Content development			
3D model development of all components according to specifications Animation of 3D models	35	675 €	23.625 €
Implementation			
Deployment & training	4d	675 €	2.700 €
			Total: 61.425 €

Prices are exclusive of VAT

Soulmade offers tailormade SLA's for longterm support separately. This can include maintenance, hosting, cloud services etc.

Case 5

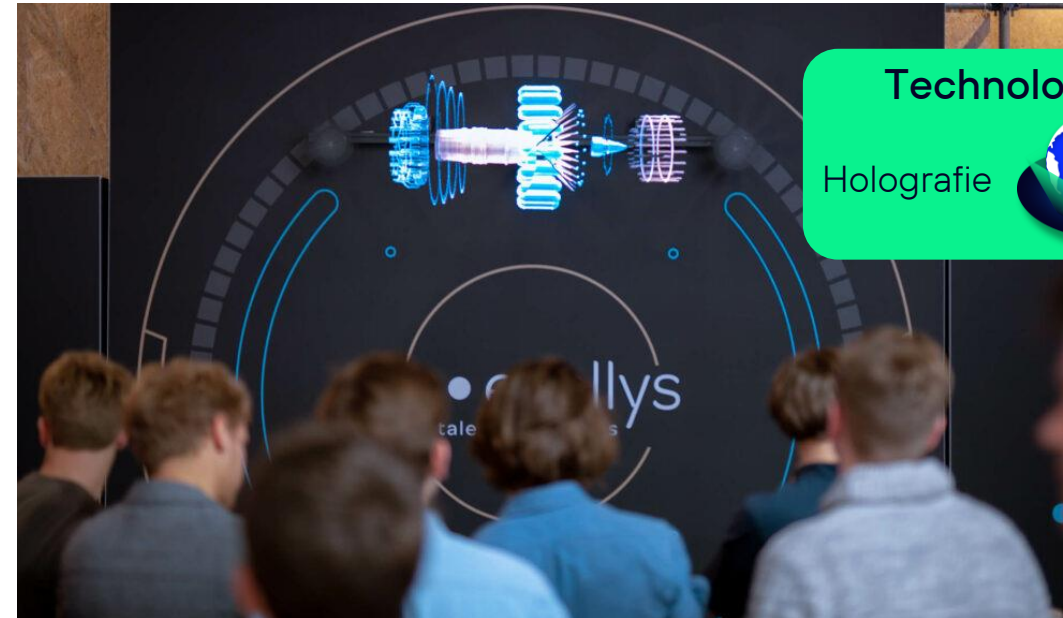
Holography as eyecatcher

- › Impressive eye-catcher for trade shows, events, window displays, lobbies, etc.

This **amazing visualization** is guaranteed to attract interested parties to your location.

- › Setups possible in all sizes

LED fan holograms exist in **different sizes**. You can also combine them for larger and more complex setups (e.g. in the picture on the right: 3 next to each other).

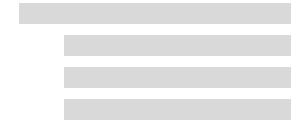


- › Visualize your products, logo, campaign videos, ...

Almost **all content** can be played on a LED fan hologram. However, some animations have a much stronger 'holographic effect' than others so that the technique can be shown to its full advantage.

We will be **happy to advise** you on this and can **develop the content** for you.

Want to know more? [Watch the video here!](#)



Holography as eyecatcher

Description	Quantity	Unit rate	Amount
General			
Project management	2d	675 €	1.350 €
Hardware			
Holo LED fan display – 65cm - full HD	3st	1.450 €	4.350 €
Custom multi set-up mount & adapter	1st	350 €	350 €
Software development			
Included with hardware	0d	675 €	0 €
Content development			
3D model and animation of logo	2d	675 €	1.350 €
Animation of other models	5d	675 €	3.375 €
Implementation			
Delivery, installation & training on-site	1d	675 €	675 €
			Total: 11.450 €

Prices are exclusive of VAT

Soulmade offers tailormade SLA's for longterm support separately. This can include maintenance, hosting, cloud services etc.

Case 6

Product configurator with AR for e-commerce

- › Configure and view more than 100 products

Fully configure products to your liking and then **place them in your own space with AR**. Sounds cool? We went one step further: you can turn the lights on and off so you can see how they **illuminate your space** live!

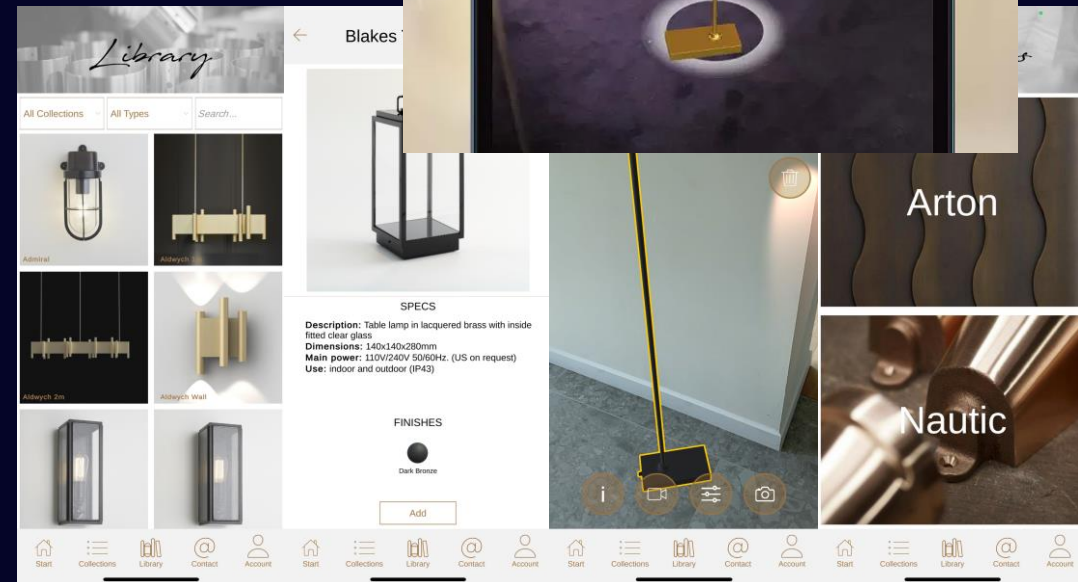
- › Automatic detection of spaces

This allows you to place products on the floor, on walls or even on the ceiling.

- › Mobile application

This app works on all modern smartphones so that **every target customer of your business can be reached**.

Want to know more? [Reach out!](#)





Product configurator with AR for e-commerce

Description	Quantity	Unit rate	Amount
General			
Project management - concepting - UI design	11d	675 €	7.425 €
Software development			
Application development - Product configurator - AR functionality - Content management system	30d	675 €	20.250 €
Content development			
Development of 3D models for 100 products	80d	675 €	54.000 €
Implementation			
Publishing on app stores, deployment, initial hosting setup	3d	675 €	2.025 €
			Total: 83.700 €

Prices are exclusive of VAT

Soulmade offers tailormade SLA's for longterm support separately. This can include maintenance, hosting, cloud services etc.

Case 7

Accurately measure floors with AR

- › Easily measure floors

Point the device's camera at desired corners/obstacles and place a flag with a **simple touch**

- › Create an accurate floor plan

The app **draws the floor plan live** based on the points you designate. It itself calculates the positions and distances between points with **great accuracy**.

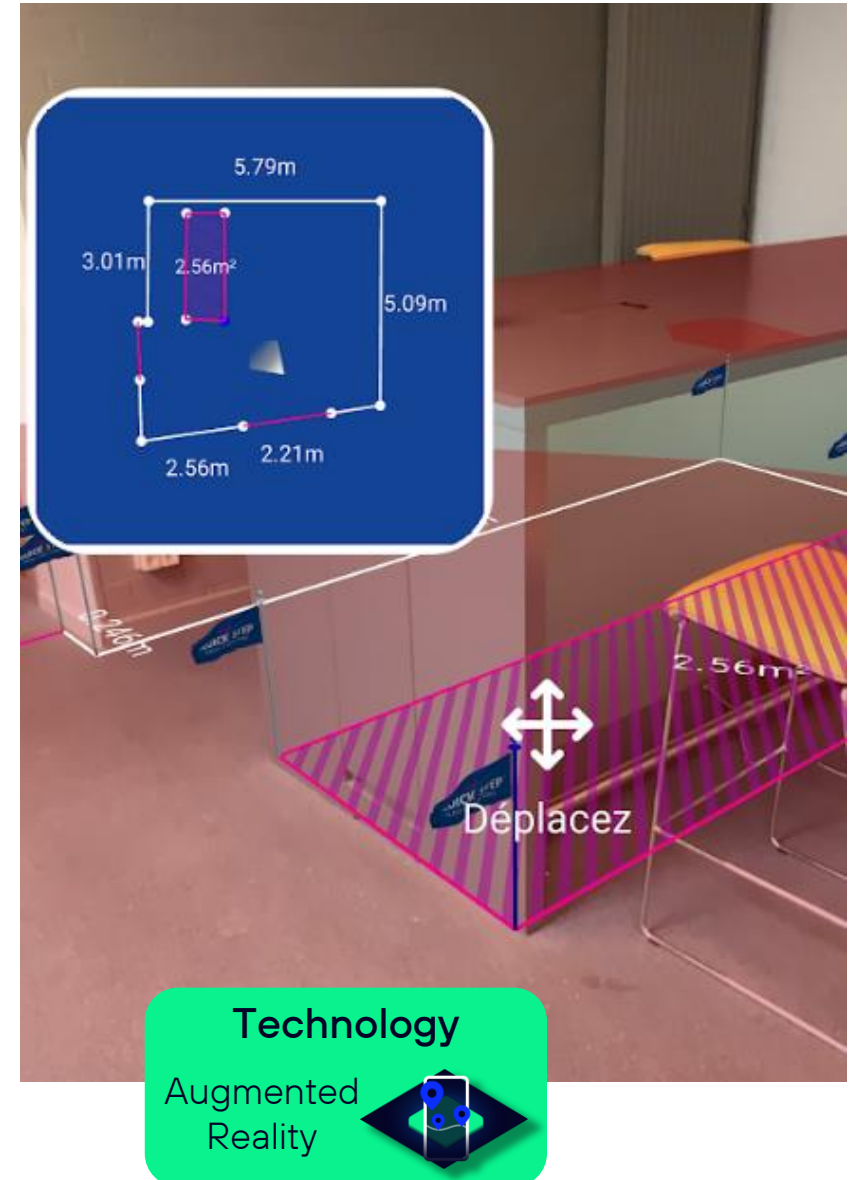
- › Place doors, windows and obstacles in the room

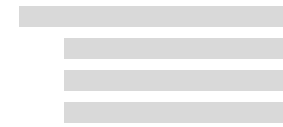
Thanks to this functionality, you can indicate which pieces should be cut from the floor plan or where windows or doors are located.

#ProTip: link the measured data to an automatic quotation system.

P.S.: leave that houseplant in place! **The application itself calculates** where the corners of the room are, even if they are not visible!

Want to know more? [Reach out!](#)





Accurately measure floors with AR

Description	Quantity	Unit rate	Amount
General			
Project management – concepting – UI design	4d	675 €	2.700 €
Software development			
Application development - Import/export functionality - Surface cut-out feature - API & website communication	23d	675 €	15.525 €
Content development			
Development of UI elements (floor plan, menu's, etc.)	3d	675 €	2.025 €
Implementation			
Deployment & training	3d	675 €	2.025 €
			Total: 22.275 €

Prices are exclusive of VAT

Soulmade offers tailormade SLA's for longterm support separately. This can include maintenance, hosting, cloud services etc.

Case 8

Visualize and study molecules

- › The spatial arrangement of molecules

The action of molecules depends enormously on their **spatial arrangement**. This is difficult to interpret on a 2D medium. Therefore, this case is **ideally suited** for a 3D environment.

- › Interactively dealing with learning or research

In addition to visualization, in this app we also added **several layers of information** and animations that help to better understand the molecule

- › **Blended learning** at the university

In addition to its added value in research and development, students can also test it out to better process the course materials

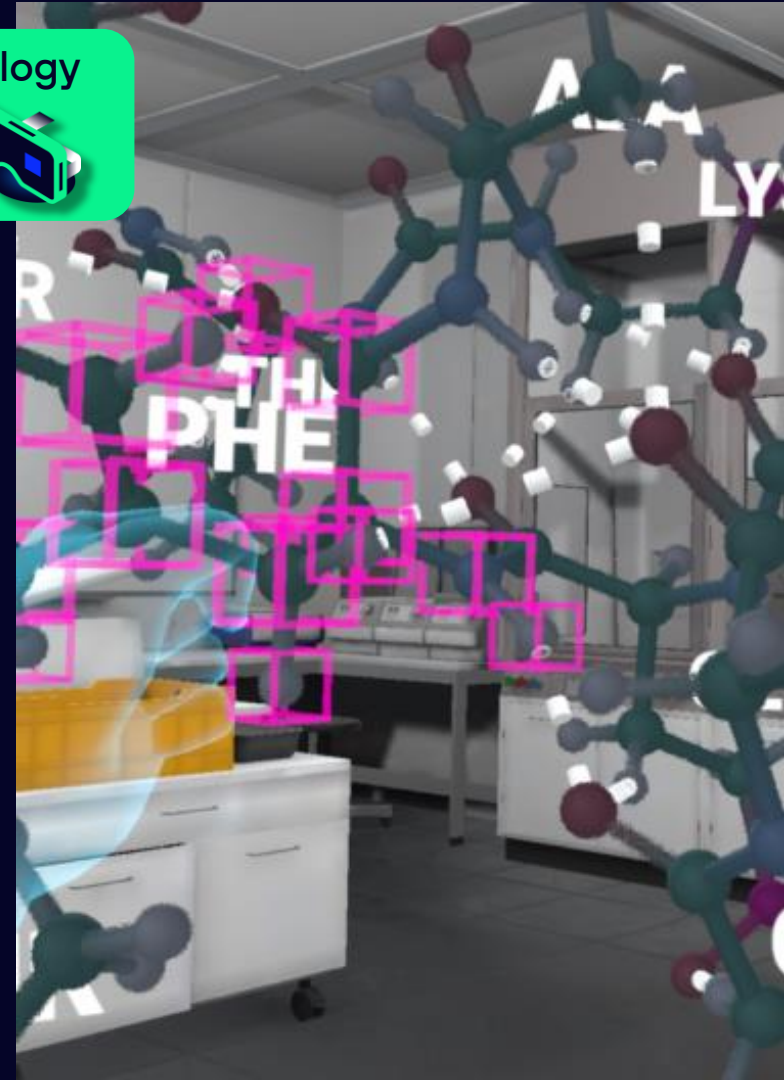
- › Future-proof!

The university can **add new molecules to the application at will** and completely independently thanks to the smart Soulmade software. This keeps the application **relevant** without intervention from us. Useful for the customer and for us!

Want to know more? [Reach out!](#)

Technology

Virtual Reality





Visualize and study molecules

Description	Quantity	Unit rate	Amount
General			
Project management - concepting - UI design (+Wireframes)	25d	675 €	16.875 €
Hardware			
Hardware supplied by client	0d	0 €	0 €
Software development			
Application development	38d	675 €	25.650 €
Extra feature: real-time multiplayer	15d	675 €	10.125 €
Extra feature: feedback via haptic gloves	16d	675 €	10.800 €
Application & feature testing	2d	675 €	1.350 €
Content development			
Molecules, bonds, multiple visualization layers	20d	675 €	13.500 €
Implementation			
Deployment, commissioning	2d	675 €	1.350 €
Acceptation testing	1d	675 €	675 €
			Total: 80.325 €

Prices are exclusive of VAT

Soulmade offers tailormade SLA's for longterm support separately. This can include maintenance, hosting, cloud services etc.

What's next?

Question or idea?

[Schedule an appointment](#) to discuss what's on your mind

Need more inspiration?

View dozens of other projects on

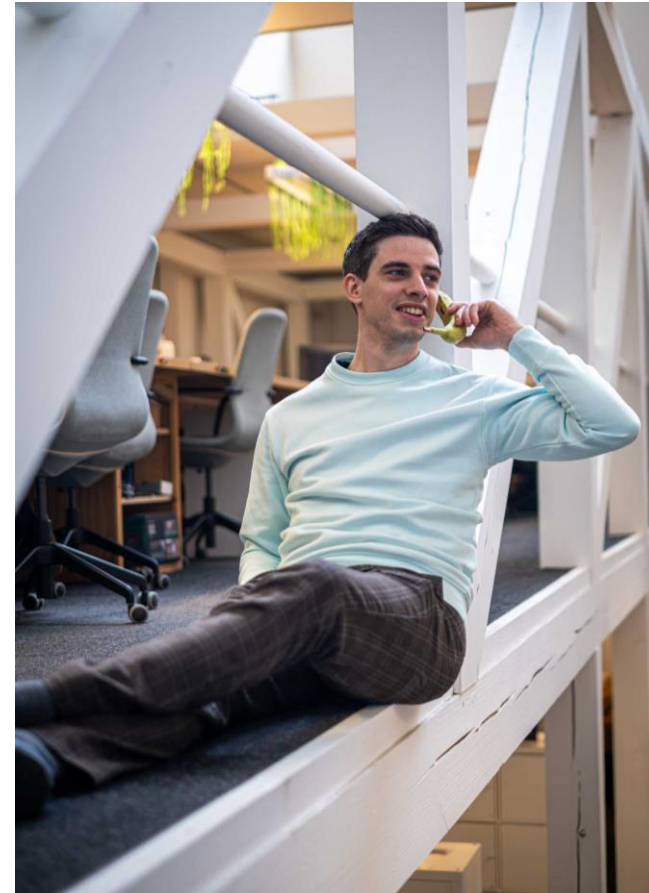
[our website](#)

Kris Roosen

Customer relations

 +32 468 16 44 46

kris.roosen@soulmade.eu



Disclaimer

At Soulmade we value transparency.

We've worked hard on this pricing guide however and would like to know who we are reaching with it. That is why we are asking you to not share this document outside of your organization. Do you know of people who should also read it? Point them to our webpage and within 1 mouseclick they will receive it! <https://soulmade.eu/en/pricing/>

The information in this document remains property of Soulmade BV and may be updated at any time. Although we try to paint a good picture with the prices in this guide, each project is unique and consequently these prices do not constitute an official offer and are therefore not binding.

We are happy to assist you with further questions.