

Omegarender Launches Alpharender - The New Era of AI-Powered Visualization

An innovative AI tool that redefines speed, cost, and quality in 3D rendering. Produced by Omegarender, international architectural visualization studio.

NEW YORK, NY, UNITED STATES, October 7, 2025 /EINPresswire.com/ -- Omegarender has unveiled its groundbreaking AI-powered tool, Alpharender, at the World Visualization Festival 2025 — setting a new standard for efficiency and creativity in [architectural rendering](#).

Built for top-tier clients who value time, quality, and cost optimization, Alpharender introduces a new model for architectural visualization: expressive, photorealistic concept images generated in minutes, rather than weeks, at a fraction of the traditional cost.

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“With Alpharender, we give U.S. and Canadian firms access to cutting-edge AI that streamlines workflows, accelerates decision-making, and keeps creativity at the center of the process.”

Artem Kupriianenko, Founder of Omegarender

[Omegarender's reputation](#)).



Triada Tower — a signature visualization project by Omegarender, created to showcase the studio's mastery in architectural storytelling.

During WVF, Omegarender's founder, Artem Kupriianenko, presented “Inside the New Creative Stack,” a talk exploring how the studio develops AI-driven tools for architects, designers, and brands. Alpharender took center stage as one of the company's flagship technologies.

How It Transforms the Workflow

Alpharender was created to enhance, not to replace, the human craftsmanship. Modern AI will not substitute the detailed, high-resolution imagery created by skilled artists using professional software (the kind of work that defines

Instead, Alpharender empowers teams to generate a large volume of affordable, visually consistent concepts for internal approvals, client presentations, and design validation. By

accelerating the early creative stages, it allows designers and architects to iterate faster and focus their time on what truly matters.

Here is the short comparison of traditional 3D rendering and Alpharender:

Photorealism

- Traditional Rendering: 90–99% photorealism, extreme accuracy.
- Alpharender: 70–80% photorealism — expressive, schematic, yet convincing.

Cost

- Traditional Rendering: \$1,200–\$3,500 per image.
- Alfa Render: \$5–\$10 per image.

Time

- Traditional Rendering: days or weeks per project.
- Alpharender: ready in minutes.

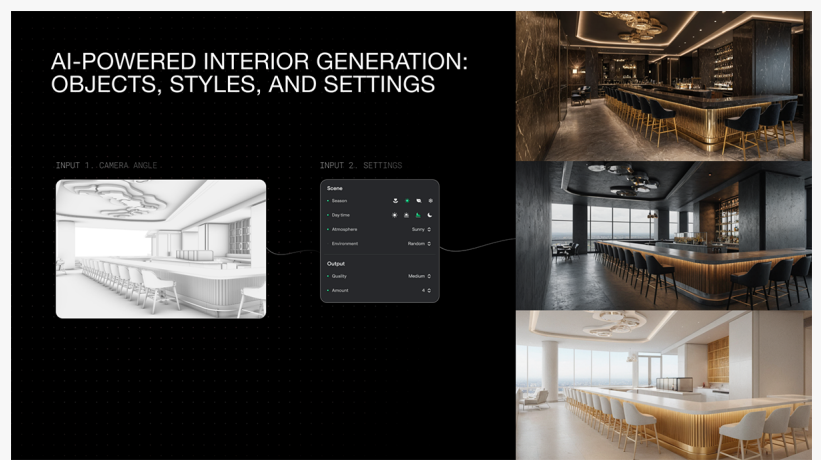
Expertise

- Traditional Rendering: requires years of training, software knowledge, and a 3D artist's full workflow.
- Alpharender: intuitive interface, minutes to learn, prompt and/or interior–exterior sketches as input.

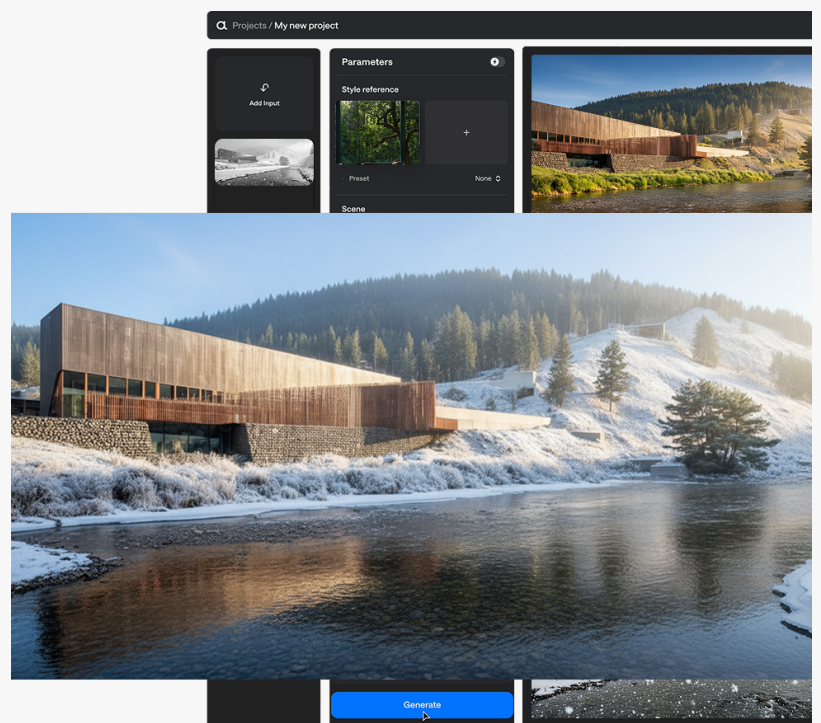
Process & Output

- Traditional Rendering: precise digital architecture, lighting, and design fidelity with up to 90% real-world accuracy.
- Alpharender: fast conceptual visuals — photorealistic schemes for mood, direction, and presentation.

For Omegarender's partners in the U.S. and Canada — including architectural firms, developers, and creative agencies — this means faster turnaround times, more efficient pitching, and greater creative freedom.



Alpharender transforms a simple sketch into a fully rendered interior scene in seconds.



AI-driven customization: Alpharender builds exteriors guided by your settings and visual references.

What Makes Omegarender's Tool Unique

While many AI tools focus on artistic experimentation, Alpharender was built specifically for production use — integrating seamlessly into existing workflows at design and architecture firms. Its hybrid model combines automation with human control, ensuring results that remain consistent with brand aesthetics and professional quality standards.

Key differentiators include:

- Integration with standard 3D workflows (CAD, Revit, Rhino).
- Support for multiple rendering styles (from photorealism to conceptual sketches).
- Instant lighting and atmosphere adjustment for multiple scenarios.
- Adaptive AI that learns from each studio's preferences to improve results over time.

How Alpharender Works

Unlike traditional rendering pipelines that require hours of manual modeling, texturing, and lighting setup, Alpharender combines over 30 specialized AI models to automate these steps:

- Input: The user uploads a sketch, grayscale model, or CAD screenshot.
- AI Fusion: Neural networks interpret geometry, lighting, and materials to generate a 3D scene.
- Style Customization: Designers fine-tune the output using adjustable parameters — “style power,” “reference power,” and “mask power.”
- Editing Tools: Materials, colors, and objects can be replaced instantly using intuitive masking and text prompts.
- Output: The system delivers photorealistic, expressive renders ready for client presentations or early-stage design validation.

This process reduces production time by up to 95%, cuts costs by up to 90%, and eliminates the need for repetitive technical work.

A Future-Proof Solution for the North American Market

The launch of Alpharender aligns with growing demand in the U.S. and Canadian architecture markets for faster, more sustainable, and scalable visualization tools. With increasing pressure on firms to deliver high-quality visuals under tight budgets and deadlines, Omegarender positions Alpharender as a practical solution that combines cutting-edge AI with professional design expertise.

Beyond speed and cost, Omegarender also promotes sustainability by reducing the resource-heavy production processes associated with traditional rendering. By automating routine visualization tasks, architects and designers can dedicate more time to creativity, innovation, and client collaboration.

About Omegarender

Omegarender is a [leading CGI and architectural visualization studio](#) working with global clients across architecture, real estate, and design. Founded in 2016, the company has evolved into a forward-looking AI lab, developing proprietary technologies that merge human creativity with

machine intelligence. With Alpharender, Omegarender continues its mission to set new standards in visualization for the U.S., Canada, and worldwide. We have extensive experience working with major brands like Gensler, Perkins&Will, Perkins Eastman, Rockwell Group, OBM International, and Wes Group.

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