



MACKEVISION

Press Release

Leading 3D Specialists, Mackevision and Galerie der Medien, Merge Under One Roof

Effective October 01, 2007 the leading specialists in 3D visualization and computer-generated imaging, Mackevision of Stuttgart, and the Munich-based Galerie der Medien, will merge into one enterprise under the joint company name Mackevision Medien Design GmbH. "After years of successfully partnering on numerous projects, the companies have elected to combine their capabilities in the areas of conceptual design, creation, 2D/3D visualization as well as the post-production of image and film materials for industrial and agency clients."

Stuttgart, October 1, 2007 – Mackevision and Galerie der Medien have, for many years, been working together in a close partnership. Both organizations have been using the same software arsenal for carrying out customer projects, plus supplemental add-ons which, in joint, continued-development efforts are constantly being advanced. Today, both visualization specialists build their activities on the same work flow. Many customer projects had already been carried out jointly, such as the production of an image film for the market debut of the Mercedes-Benz "CL Class" deluxe coupe; in 2006 and 2007 that film earned such honors as the Golden OttoCar, the intermedia-globe GOLD and the Golden Artist Award. The latest Mackevision production, a product film for the world premiere of the new Dodge "Journey", was successfully created in seamless cooperation between the two organizations to a level of absolute perfection. That production succeeded, for the first time ever, in integrating a virtual vehicle complete with actors into real film footage.

The merger of Mackevision and Galerie der Medien creates a media enterprise offering single-source, state-of-the-art services spanning the development of 3D visualization, animations, visual effects and post-production.

Armin Pohl will continue as CEO of Mackevision Medien Design GmbH, managing the company's business out of the corporate office in Stuttgart. Joachim Lincke, former managing director of Galerie der Medien, will serve as a member of corporate management.



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"Mackevision and Galerie der Medien constitute a powerful unit in the computer-generated imaging market. By rounding out the spectrum of our services and expanding our customer base within our common target group – film producers, ad agencies and industrial clients – we can jointly put our synergies to good strategic use," said Armin Pohl, chief executive officer, Mackevision Medien Design GmbH.

"The merger of Mackevision and Galerie der Medien was next logical step in the long and extremely successful cooperative partnership of the two companies. We have now created a common base that will enable us to offer our clients an integral range of services in the realm of image production for product campaigns and pictorial advertising with specific cost saving potentials", explained Joachim Lincke, managing director, Mackevision Medien Design GmbH.

The corporate head office is moved to Stuttgart, and a liaison facility is opened in Detroit, USA

In order to meet both space and proximity needs, the merger coincides with the relocation of the Mackevision head office from Burghaldenstrasse 2 in Sindelfingen to Forststrasse 7 in Stuttgart. This places the corporate head office of the company, with a staff of about 30, in the so-called "Bosch section" in the center of Stuttgart. Galerie der Medien remains in its former Munich location. For optimal support of Mackevision's local clients – the Chrysler, Dodge and Jeep divisions – and for growing its overseas business, the company opened a liaison office in Detroit, Michigan, USA.

New Corporate Design and Relaunch of the Web site in early October 2007

In line with the merger, the company will introduce a new logo and corporate design. The new logo, without frills and timeless, conveys Mackevision's message whereby everything the company does is composed of pixels. Along that basic concept, the initial letters of the word Mackevision, "MV," are represented in abstracted fashion and interlinked. The straight-forward basic form of the individual elements also reflects the unambiguous structuring of the company's products and services. Also, in conjunction with this new design, the company's URL on the Web will be revamped in October 2007. The Web site will be restructured and functionally equipped with enhanced features such as a guest log-in and a newsletter registration. Through "Lab," a completely new portal domain will be established on the Web, where, in the future, downloads as well as newly developed plug-ins and add-ons will be available.

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Mackevision Medien Design GmbH

Mackevision Medien Design GmbH was founded more than 10 years ago. The company has its roots in traditional advertising film production. Since 2006, the company's innovative media designs have earned it, among others, the intermedia-globe GOLD award, the animago Award, the Gold award at the WorldMediaFestival, the Silver Star at the US Film and Video Festival, the Golden Artist award at the HD Festival for Digital Film as well as the Prix Victoria Gold at the Austrian Commercial Film Days event, and with its team of just under 50 specialists it is the quality market leader in the realm of 3D visualization. To combine their competencies in the areas of conceptualization, storyboard development, 2D/3D visualization as well as the post-production of image and film materials for industrial clients, Mackevision and Galerie der Medien, the Munich-based media service provider, merged in October 2007. The company's headquarters is located in Stuttgart, with branch operations in Munich and Detroit.

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