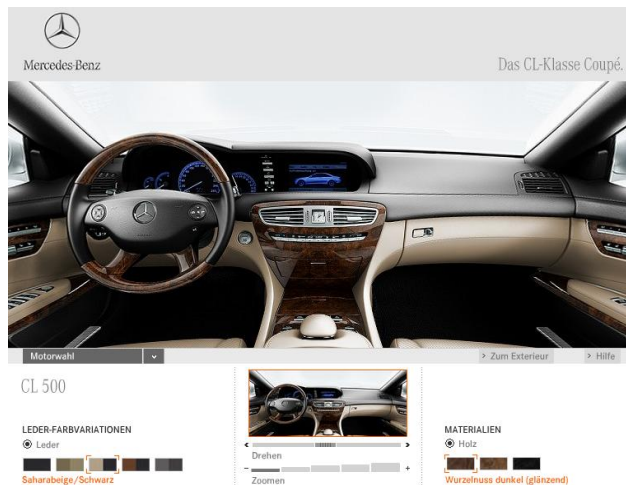


Press Release

DDD and Mackevision Launch an Innovative 360° Web Showroom for the New Mercedes-Benz CL Class

In a cooperative effort for the market introduction of the new Mercedes Benz CL Class, Hamburg's multimedia agency, DDD Design, and Mackevision, the Sindelfingen-based 3D visualization specialists, have jointly developed a 360° Web Showroom dubbed "360° Zoom Colorator". As part of that joint project, Mackevision produced the image master templates for the interior and the exterior of the new Mercedes-Benz top class model, which DDD then optimized for the Web under adaptation for the different body and equipment colors, integrating them into the specially developed web application.



Sindelfingen/Hamburg, September 5, 2006 – The innovative 360° Zoom Colorator for the new CL Class vehicle, the latest Mercedes-Benz top-class model, is the first Web Showroom of its kind that enables the viewer to interactively explore in detail the available appointments such as high-grade wood trim, wheel rims, paint colors and leather options in impressively photorealistic image quality.

This qualitative milestone has been made possible by applying DDD's specially developed 360° zoom technology (the so-called "Detail Color Server") and the first-ever use of entirely computer-generated virtual images, produced by Mackevision for every equipment option at absolute high resolution. Mackevision's high quality standards and its many years of experience in the realm of automobile visualization have ensured the photorealistic imaging of every material in every detail even when zoomed to maximum magnification. For the exterior, 36 individual images, stepped 10° apart, were, for the first time ever, generated entirely by 3D visualization, and done in superb detail, in order to be combined on the Web into a rotating application. For the interior, a 360° panoramic view was created, again assembled in 3D via a simulated 3D space.

With this novel presentation, Mercedes-Benz is the first automobile manufacturer to set this new image quality standard on the Web, in a quality that had been reserved for expensive, buyer-oriented photo brochures.

"With the 360° Zoom Colorator, Mercedes-Benz is leading the way in the marketplace. They are the only car manufacturer today to offer a web catalog with exceptional picture quality and individual viewer interactivity. The only thing the customer cannot do yet on the Web is take an actual road test as part of this unique Mercedes-Benz driving sensation", exults Jan-Till Manzius, chief executive officer, DDD.

DDD Design Gesellschaft für Multimedia mbH

DDD Design is one of Germany's leading New Media agencies, headquartered in Hamburg and currently in 9th place in the Top Ten Agency Ranking (Horizont 2006). Together with DDD Systems, DDD Design is creating an optimal symbiosis of design art and technology. DDD signifies demanding cross-medial communications solutions, extraordinary, creative brand staging and the most advanced technical developments. As the lead agency for the Chrysler, Jeep and Dodge automobile brands and for Universal Music's Classic Deutsche Grammophon label, the agency has developed internationally acclaimed brand-name and IT solutions. DDD's products have won international awards, including among others: London International Advertising Awards (winner E-Commerce), Annual Multimedia, Art Directors Club, ADC New York, Webby Awards, New York Festivals (Silver World Medal, E-Commerce)

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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 the production of conventional advertising films. In 2006 alone, the company's innovative media design won several awards including: the animago Award, the Gold Award at the WorldMediaFestival, the Silver Star at the US Film and Video Festival as well as the Prix Victoria Gold at the Austrian Commercial Film Days. With its team of 45 specialists, Mackevision has

attained the stature of quality market leader in the realm of 3D visualization. The company's headquarters is located in Sindelfingen, with branch operations in Munich and Shanghai.

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