

Press Release

MACKEVISION Receives the Golden Artist Award For the Mercedes-Benz CL-Class Product Film.

Mackevision Medien Design GmbH, the specialist in computer-generated imaging and 3D visualization, received the Golden Artist award in the "Automotive Film" category at the International HD Festival for Digital Film.



Sindelfingen, January 10, 2007 – At the world premiere of International HD Festival for Digital Film on November 16, 2006, this first Golden Artist award was presented in the banquet hall of the Munich Chamber of Industry and Commerce for the best productions in digital cinematography and high definition.

In connection with the market launch of the new CL-Class generation in September 2006, Mackevision Medien Design GmbH was retained for the 3D production of high-quality imagery for the product film depicting the new deluxe coupe that was to be introduced, inter alia, at trade shows, events and in showrooms.

The conceptualization of the 3-minute-plus commercial film called for a symbiosis of real film shots with computer-generated imaging (CGI), in order to make the fascination with the experience more palpable through mystique and excitement. The film's subjects include both a real and a computer-generated vehicle in dynamic motion against a dramatic, somewhat mystical backdrop, as well as still images in an urban setting. Detailed camera shots familiarize the viewer with new design features such as headlights, outside mirror, rear end and tail lights. The film intentionally plays with such opposites as silver/black, light/shade and real/animated images, thus creating a high-contrast, fascinating visual experience that underscores the elegant lines of this deluxe coupe.

For the on-location shots in Norway, where for secrecy reasons only one model was made available, Mackevision converted CAD data into a 3D model which was then edited and integrated, in a different color variation, into the existing movie footage. For the same reasons, no shots were taken in an urban setting; instead, that scenery was completely computer-generated. Using special software tools in the post-production process, Mackevision then edited a large part

of the real footage provided by RedOrange Filmproduktion GmbH to imbue the ambience with “more atmosphere.” In addition, the filmed scenery – from skies, to mountains and valleys – was edited, and architectural image components – such as bridges, tunnels and buildings – were recreated from scratch. Likewise, the images of the CL coupe’s interior were entirely generated in virtual 3D, reproducing every detail with extreme fidelity, indistinguishable for the viewer from a real picture.

The result was an award-winning product film showcasing the new line of CL-Class Mercedes-Benz models, merging real film footage and high-end 3D visualization into a product. The Golden Artist Award received by Mackevision Medien Design GmbH in 2006 was the fifth highly coveted international award for its excellence in the development of photorealistic imagery and advertising films. The complete product film is available for downloading under www.mackevision.de.

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 it for instance 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, attaining with its team of 45 specialists 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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