

Press Release

Mackevision Receives the 2007 intermedia-globe GOLD Award for the Mercedes-Benz CL Class Product Film.

Mackevision Medien Design GmbH was awarded the intermedia-globe GOLD Award in the "Animation" category at the 2007 World Media Festival.. On May 09, 2007 at Hamburg's Schmidt Theater, the jury of the WorldMediaFestival honored the Sindelfingen-based CGI and 3D visualization specialist for its level of technical innovation and artistic accomplishments in the production of the Mercedes-Benz CL Class product film. The prizes at the WorldMediaFestival, an international audiovisual communications media competition, have been awarded since 2000 and are valued worldwide as a renowned distinction for the artistic and technical quality of film productions and their target-group-specific execution.

Photo showing the award ceremony.

Sindelfingen, May 10, 2007 – At the 8th WorldMediaFestival, national and international film productions received awards in several major categories. During the gala event that took place on May 09, 2007 at Hamburg's Schmidt Theater, the intermedia-globe GOLD award for the best production in Animation was presented in a formal ceremony. In this industry, the intermedia-globe GOLD is valued as one of the highest

awards for modern audiovisual communications concepts. In 2007, companies, agencies and TV stations from over 20 countries submitted their productions to the organizer of the WorldMediaFestival.

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 image, thus

Page1- No charge for reproduction - information copy requested

creating a high-contrast, fascinating visual experience that underscores the elegant lines of this deluxe coupe.

Therefore, in editing the real footage, a very special, mysterious atmosphere needed to be created to emphasize the elegance and exclusive appearance of the vehicle. To that effect, Mackevision adapted, for instance, the backdrop scenery to the style portrayed in sketches and conceptual drawings and integrated digital set extensions. Individual image components such as the sky, mountains, valleys, rocks, road features and architectural elements were modified, added or completely eliminated.

The resulting Mercedes-Benz CL Class product film and the intermedia-globe GOLD award received for it not only document the successful completion of this image film production for a demanding audience enamored with details, but also sets new standards for contemporary, up-to-date CGI and 3D visualization in the international advertising film industry. The award-winning film combines real film footage with high-end 3D visualization to maximum perfection and in a quality never before achieved. With the intermedia-globe GOLD, Mackevision Medien Design GmbH has continued an extraordinary success story and has yet again received an important international award for its outstanding accomplishments in the realm of 3D and post-production in the composition and development of photorealistic imagery and advertising films. Next to the Golden Artist Award, the intermedia-globe GOLD is the second highly valued international award received by Mackevision for its production of the Mercedes- Benz CL Class product film. 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 several awards including: 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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