



MACKEVISION

Press Release

Mackevision Sponsors the 2008 animago Award in CGI Competition

For the first time, Stuttgart-based Mackevision Medien Design GmbH sponsors the "animago Award" competition, considered to be the most important among the German-speaking animation specialists. As one of the global market leaders in 3D visualization, animation, visual effects and post-production, Mackevision is dedicated to promoting the community character of the event and its role as a significant meeting place for establishing contacts. Mackevision has already earned several animago Awards itself, and is tossing its hat into the ring with two contributions of its own. The award ceremony is scheduled for November 12 in Karlsruhe and will be broadcast on the Internet.

Stuttgart, 11.10.2008 - Since 1997, all players in the Digital Content Creation game have met for the animago Award; from young talents and professionals, to creative artists and potential clients, the industry and arts use the event as a meeting place and as a platform for computer-animated productions. The categories covered by the animago Award include stills, films and interactive features, thus covering all facets of the industry. The 2008 animago Award ceremony will take place in Karlsruhe on November 12 within the program of the Digital Creation Days, and will be carried live at 8:15 a.m. on the Internet under www.animago.com/publikumspreis. The award will go to creative works in ten categories within the areas of post-production and visualization. More than 10,000 animation entries for film, television and TV commercials, as well as short films and industrial productions, have been submitted by competitors from more than 40 countries.

As a participant over many years and one of the market leaders in 3D visualization, animation, visual effects and post-production, Mackevision is sponsoring the award. As a co-sponsor, Mackevision supports the community spirit of the event and its role as a contact-building meeting place for highly qualified specialists such as Photoshop and Nuke artists, 3D experts, scripters and programmers, as well as Matchmoving specialists.

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Mackevision, an animago Award winner and participant in 2008 with two automobile product films (Dodge Journey, Mercedes SLR), is interested in attracting up-and-coming professionals. The continuing 3D boom is the reason.

"In the areas of future visualization, simulation, animation and gaming, 3D will even more strongly determine how work is performed, developments are made, situations are experienced and interaction takes place", says Armin Pohl, chief executive officer, Mackevision. "Practically no story will still be presented without digital effects, be it in the movies, on TV or in commercials".

"The areas of application for 3D visualization are now found in nearly all industries and business sectors", adds Pohl.

The exponentially growing need for visualization, especially for illustrating complex technical or high-priced products, would be unmanageable without the use of 3D tools.

"Our clients increasingly appreciate the flexibility, speed and cost economy associated with this type of visualization".

Mackevision is specialized in the linking of pre-produced real images to virtual elements, resulting in superb visual quality, "that gives us a special position in the marketplace – and ensures continued corporate growth."

Mackevision Medien Design GmbH

Mackevision Medien Design GmbH was founded in 1994. The company has its roots in the production of conventional advertising films. Today, Mackevision Medien Design GmbH, employing more than 60 specialists, is among the world's market leaders in the realm of 3D visualization, animation, visual effects and post-production for ad agencies, film studios and industrial clients. The company's headquarters is located in Stuttgart, with branch operations in Munich and Detroit.

Mackevision Medien Design GmbH

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