

Press Release

Chrysler Relies on Mackevision to Stage its Concept Cars

Chrysler USA relies on Mackevision Medien Design GmbH of Sindelfingen to produce animated films showcasing the latest concept cars of its Chrysler, Jeep and Dodge divisions.. Two of the three concept films were introduced at the North American International Auto Show (NAIAS) in January 2007 for the world premiere of the "Chrysler Nassau" and the "Jeep Trailhawk." A third animated film stylishly and impressively puts the Dodge Demon," which debuts at the International Geneva Auto Show from March 08 to 18, 2007, in the limelight. With Chrysler USA, Mackevision wins another leading automobile manufacturer, underscoring its innovative head start through computer-generated imaging (CGI), 3D visualization and an altogether exciting presentation concept in the way it addresses the customer.



Sindelfingen, March 12, 2007 – In the fall of 2006, Chrysler USA retained Mackevision, the CGI specialists from Sindelfingen, in a joint project for the production of three product films. Starring in these films are the latest concept cars: the four-door "Chrysler Nassau" deluxe sedan, the husky "Jeep Trailhawk" off-roader and the "Dodge Demon" roadster.

This joint project was aimed at creating powerful new automobile studies for these Chrysler products through futuristic designs and by injecting appealing excitement and temperament.

Within only six weeks, Mackevision developed three completely computer-generated concept films, each with a run time of just under two minutes. Mackevision's project team took care of the individual films from data processing to conceptualization, story board development, music selection, production and finalization. The production of the concept films was based on the manufacturer's engineering data and on material samples, from which it was possible to create the virtual 3D models.

The film opened with the concept cars initially standing still as the camera circled in animated motion. Distinctive details were highlighted by zooming in on them and generously emphasizing their features. Drive shots through urban areas and desert scenes, again completely computer-generated, accentuated the dynamics of each of the vehicle models. Specific musical compositions and sound designs created a harmonious blend of excitement and high technology.

Page1- No charge for reproduction - information copy requested

Initially these product films had been intended for internal purposes and for press presentations; however, once completed, the result was met with so much enthusiasm at Chrysler that at “NAIAS”, the Detroit Auto Show and largest U.S. automobile exhibit, two of these films and numerous sequences were spontaneously integrated into the official unveiling event and press conference. With these concept films for Chrysler USA, multi-award-winning Mackevision has once again proven that perfection consists in the enhancement of real photos and film clips by means of high-end 3D visualization technology. The complete product films for the Chrysler Nassau and the Jeep Trailhawk are available for download at 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.

Mackevision Medien Design GmbH
Veronika Rölle
Burghaldenstrasse 2
D-71065 Sindelfingen
Tel. 011 49 (0)7031/2861-0
Fax: 011 49 (0)7031/2861-105
e-mail: info@mackevision.de
Web: www.mackevision.de