

Press Release

Mackevision Wins the Golden and Silver OttoCar Awards

Mackevision, the innovator, receives an award at the 8th "AUTOVISION" International Automotive Film and Multimedia Festival

At "AutoVision 2007," the 8th International Film and Multimedia-Festival, Mackevision Medien Design GmbH, one of the world's leading specialists in CGI and 3D visualization for the automotive industry, received the Golden "OttoCar" award in the 'Product Films Passenger Cars & SUVs category for the "CL Class" product film it created for DaimlerChrysler. In addition, the illustrious jury committee selected the "Bionic Car" product film for the Silver OttoCar award. This Festival took place on September 13, 2007 as part of the IAA International Automobile Show held in Frankfurt am Main.



Der neue Dodge „Journey“

Sindelfingen, September 14, 2007

The AutoVision Grand Prix is an international festival for films, short film clips, commercials, Web sites as well as interactive and multimedia applications in the automotive industry. The OttoCar awards, honoring production and concept films for technical innovation and artistic execution in several categories, were presented during the 8th AutoVision Grand Prix.

Mackevision was able to beat the competition with no less than two projects. The "CL Class" product film generated for DaimlerChrysler was awarded the Golden OttoCar in the "Product Presentation Films" category; the "Bionic Car" production for Mercedes-Benz received the Silver OttoCar in the "Informational Films" category. An exclusive location was selected for the awards ceremony at IAA 2007. The ceremony took place during a boat ride on the Main River after setting sail from the Mainkai quay in the old part of Frankfurt.

The "CL Class" product film – real film footage with computer-generated image content

For the market introduction of the new CL Class generation in September 2006, Mackevision was assigned to produce high-quality imagery for the new deluxe coupe product film to be presented at trade shows, events and in showrooms.

The conceptualization of the three-minute-plus commercial film called for a symbiosis of real film shots with computer-generated imaging (CGI), the objective being to make the fascination with the experience more palpable through mystique and excitement. The film's subject is a real and a completely computer-generated CL model in dynamic motion against the backdrop of a dramatic, somewhat mystical scenery, 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, real/animated image, thus creating a high-contrast, fascinating visual experience that underscores the elegant lines of this deluxe coupe.

In order to satisfy confidentiality agreements, only one model was available for the on-location shoot in Norway, Mackevision used CAD data to convert, process and recreate a 3D vehicle in a different color and integrated it into the real film footage. Film shoots in a city environment were shunned for the same secrecy considerations and the urban scenery as well 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 Filmproduktions 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. The interior views of the CL coupe were also created as virtual 3D images - down to the last detail - indistinguishable to the human eye from real pictures.

The result was an award-winning product film showing the new line of CL Class Mercedes-Benz models, merging real film footage and high-end 3D visualization into a product of superior quality. In 2007 alone, the OttoCar was the fourth highest level international award bestowed on Mackevision for its excellence in the development of photorealistic image material and commercial films. The complete product film is available for download at www.mackevision.de.

The "Bionic Car" – from trunk fish to high-performance concept vehicle.

This film, completely generated using 3D technology, introduces the Mercedes-Benz "Bionic Car" concept vehicle. For the design and technical concept of this automobile, nature provided certain examples – in this case the trunk fish. The film vividly demonstrates the positive characteristics of the fairly boxy-looking trunk fish – Low energy consumption, efficient form and full-featured physique, all optimally suited to the requirements of demanding, modern humans. At the end of the film, the trunk fish morphs into the concept vehicle. With this production, Mackevision succeeded superbly in presenting a technical subject in playful, pleasing and entertaining fashion.

The film has garnered several awards at both national and international festivals. Examples include the Silver Star at the 2006 US Film and Video Festival and, in 2006, the Prix Victoria Gold special award at the 22nd International Commercial Film Days in Austria. In Germany, the OttoCar award is now added to the Gold Award at the 2006 WorldMediaFestival as well as first place at last year's animago Festival.

With its "Journey" product film, Mackevision sets new standards in 3D visualization.

For the world premiere of the new Dodge "Journey" model at the IAA 2007, Mackevision came up with a product film that documents yet another development step in 3D technology. For the first time ever, a film has been created that shows the vehicle in motion and humans interacting with it, without resorting to the use of a filmed vehicle or a stand-in vehicle for the shoot. The "Journey" was created purely by 3D animation. The actors were photographed against a blue-screen or partly in a real environment for subsequent integration in post-production. While this technique has, in part, been used before in product and commercial films, the complete creation of a project on that basis is novel and defines numerous advantages over traditional production methods.

If nothing else, foregoing a real vehicle and the associated cost of cleaning and shipping the vehicle, or the compensation of a precision driver, reduces the production expenditures exponentially. Moreover, a technique that uses computer-generated objects permits the development of a specific workflow as well as modifications of the film at little extra cost. Other models or multiple vehicles can be inserted at any time. Camera tracking shots, backgrounds and settings can be reused. A real model is subject to certain physical constraints, whereas 3D animation allows for substantially more flexibility. Equipment, appointments and paints of the vehicle can be changed in short order. Subsequent changes can even be made on the actors. In fact, the actors in the vehicles can be altogether replaced.

The shoot can be produced with guaranteed secrecy regarding the new product development, a factor of utmost importance in the automotive industry. Apart from its unlimited flexibility and lower production cost, Mackevision's innovative methodology saves considerable amounts of time in the implementation of customer requirements.

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. Since 2006, the company's innovative media designs have earned it kudos including the intermedia-globe GOLD award, 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 event, and with its team of 45 specialists, it is the quality market leader in the realm of 3D visualization. The company's headquarters is located in Sindelfingen, with branch operations in Munich, Shanghai and, as of the summer of 2007, also in Detroit, Michigan, USA.

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