



MACKEVISION

Press release

MACKEVISION receives Intermedia-Globe-GOLD and Intermedia-Globe-GRAND AWARD 2008 for 3D-based Dodge Journey- product film.

MACKEVISION won the highest honors at the 2008 World Media Festival as they captured the Intermedia-Globe GRAND AWARD. Their innovative CGI and 3D animation for Dodge Journey showcased Chrysler's new crossover van on real roads with a CGI vehicle, thus giving them the opportunity to reveal the new car before it was available for filming. This is Mackevision's third Grand Award. They also won the Intermedia-Globe GOLD AWARD in the category of "animation" for the fourth straight year. The ceremony took place in Hamburg, Germany on the evening of May 14, 2008.



Stuttgart, May 16th, 2008 – The "World Media Festival" has been established as an international competition for audio-visual communication media since its formation in 2000. Initiator and organizer is the Hamburg Agency intermedia film distribution Menck & Co. The endeavour is to recognize artistic and technical quality of film production and its target audience. The "intermedia-globe

GOLD AWARD" for the best production in the area of animation as well as the total prize "intermedia-globe GRAND AWARD" in the same category was presented ceremoniously in a gala event in the Hamburger Delphi Show Palace on the evening of May 14th, 2008.

MACKEVISION Medien Design GmbH received the awards for the high-quality 3D graphics in the one-minute product film of the new crossover van, Dodge Journey. The fully CGI vehicle has been set into real filmed backgrounds. The sequence with the actor/performer took place before green screen, or partially in a real environment, and was integrated in the post-production of the film sequence.

The creation of such a project in 3D offers the client great benefits:

For the automotive industry a vehicle can be created from internal data before the vehicle has been built. In some instances it is also important to protect secrecy. In addition, the films may be modified with the help of computer-generated objects and the development of a specific work flow to greatly reduce costs and finishing time. Other models, trim levels, colors may be exchanged at any time. The actors in the vehicles can be added later or can be completely replaced; the backgrounds and sets are reuseable. In addition to the unlimited flexibility, the innovative technique saves MACKEVISION Medien Design GmbH a significant amount of time responding to client requests.

MACKEVISION Medien Design GmbH

MACKEVISION Medien Design GmbH was established in 1994. The roots of the enterprise are in classic advertising film and post-production. Today, MACKEVISION Medien Design GmbH has a staff of more than 60 specialists globally and has become a leader in 3D animation, visual effects, storyboard-development, motion graphics and post-production for agencies, film productions and industrial clients. Their main office is in Stuttgart, additional sites are located in Munich and Detroit.

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