

## Press Release

### Mackevision Creates the Virtual Presentation of the New E-Class.

*Mackevision Medien Design GmbH of Sindelfingen has come up with a novel virtual presentation concept for the market launch of DaimlerChrysler AG's new E-Class. A completely computer-generated TV commercial was developed under contract to Hamburg advertising agency, Springer&Jacoby.*

**Sindelfingen, August 21, 2006** - The headlights of the new E-Class, reminiscent of a lower case "e", were the starting point of an exciting camera trip leading to a full shot of the new car. Based on Springer&Jacoby's vision, this commercial was originally set to be recorded in a large movie studio.



In light of the substantial difficulties posed by the implementation of that idea, and the high cost that was to be expected in the fine-tuning of the pictures, the specialists at the lead agency decided in favor of a purely computer-generated TV commercial. In contrast to conventional techniques, whereby only segments of a film are

sequentially computer-generated for the subsequent combination with real footage, this was the first time that a TV car commercial was completely created in virtual form. It was an absolute breakthrough, considering only real film footage traditionally satisfied the car manufacturers' high-quality requirements for product presentations.

In their quest for the right implementation partner, they found Mackevision Medien Design GmbH's innovative concept to be convincing. This creative, multi-award-winning team, having generated image material for the new S-Class product catalog, had already provided impressive evidence of its capability to deliver photorealistic quality in the 3D visualization of vehicles.

### **3D visualization as a milestone in advertising methodology**

With the aid of 3D visualization, what used to be nearly unsolvable challenges in traditional advertising are now being mastered with a relatively modest budget. For example, vehicles that are still in the design stage can be presented in photorealistic fashion. Real camera drives can be staged despite the fact that the products depicted have not put the rubber to the road. Moreover, the pictorial products lend themselves to interactive applications and various types of presentations.

For new vehicles in particular, the process relies on the up-front availability of accurate CAD data of the models from the manufacturer. Of course, the car makers do not easily part with this closely guarded data. For that purpose alone, DaimlerChrysler, for one, has a wholly-owned subsidiary with employees that prepare the necessary data for Mackevision and eliminate all confidential information from the data sets (such as the purchase price of various components). They configure and deliver the data in accordance with Mackevision's requirements.

### **The virtual driving experience with the new E-Class as an impressive result**

When the production began, no data were available on the new headlights of the E-Class, actually which were the stars of the TV commercial. The supplier was not prepared to let Mackevision have the necessary data, so Mackevision took a real headlamp from the pre-production model as the reference, and then replicated it by computer.

The TV commercial was produced in cinematic quality even though it would not have been necessary for TV broadcasts. The TV commercial for the new E-Class is currently running on the VOX television channel and can also be viewed at [www.mackevision.de](http://www.mackevision.de)

The final result exceeded expectations at Springer & Jacoby and their client, DaimlerChrysler, to a point that a single segment of the TV commercial now serves as the central image of the concurrent print campaign. With that product, Mackevision Medien Design GmbH, this year's winner of the animago Award, has introduced a "real" masterpiece of 3D visualization.

### **Awards (selection)**

- animago 2006:  
1st place (Bionic Car), in the “Professional/Animation, Image and Industrial Film” category  
1st place (S-Class Interiors), “Professional/Still Vehicles” category
- 2006 US Film and Video Festival:  
plus Silver Star (Bionic Car), “Animation: Computer” category
- 2006 WorldMediaFestival:  
plus Gold Award (Bionic Car), “Animation: Computer” category
- 2006 Austrian Commercial Film Days:  
Prix Victoria Gold (Bionic Car), “Animation: Computer” category

### **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 the meantime, the company has received multiple awards for its innovative media designs, 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 operations in Munich and Shanghai.

Mackevision Medien Design GmbH  
Burghaldenstraße 2  
D-71065 Sindelfingen  
Tel. 011 49 (0)7031/2861-0  
Fax: 011 49 (0)7031/2861-105  
e-mail: [info@mackevision.de](mailto:info@mackevision.de)  
Web: [www.mackevision.de](http://www.mackevision.de)