

Press Release

Mackevision and Galerie der Medien Impress Automobile Manufacturers with 3D Image Content

In tandem with the world premiere of the new MINI in October 2006 at the Paris Auto Show, the MINI Web site has a new sparkle, and features enhanced interactive entertainment offerings. MINI (BMW Group) retained the 3D visualization specialists, Mackevision and Galerie der Medien, to produce image material for its new line of models. With that, the company offers Web site visitors the ultimate experience in image aesthetics and excitement with 360 degree camera tracking as well as exterior and interior views in 3D.

Sindelfingen, November 22, 2006 - For the market launch of the new MINI and the concomitant update of the MINI Web site (www.mini.com), the MINI group takes an altogether new approach in terms of product presentation and viewer comfort. The 3D visualization by Mackevision and Galerie der Medien now enables the Web site visitor to virtually walk around the vehicle in photorealistic fashion, and to obtain authentic views and impressions. For example, the viewer can inspect different levels of the vehicle's body to learn in detail about the extensive safety features, or perhaps even simulate the rear-axle chassis response.

Applying 3D visualization techniques, it was possible within a time span of only eight weeks to produce 40 different scenarios with superb realism in every detail, and to stage two complete 360 degree camera flights. Whether it was views of the exterior in both a real setting and in the studio, interior views for instance of the dashboard or the seats, details of the interior door covering, technical illustrations of the passenger safety harness or the multi-pullrod rear axle, the emphasis of the visualization was always placed on perfect imagery and an emotional message that would do justice to the MINI's uniqueness.

The 360 degree views and the numerous aspect angles contribute significantly to the emotionalizing of the Web content which, with real photography, would not have been accomplished to that degree of aesthetics or, in particular, within the same budget. The process included real background photos taken with HDRI for surrounding reflections, virtual studio settings as well as existing imagery from precursor models software-modified for the new model components.

The image content was produced jointly by Mackevision in Sindelfingen and Galerie der Medien in Munich, in close contact with Interone Worldwide, the project-coordinating advertising agency.

Galerie der Medien GmbH

Galerie der Medien was founded in October 2000 and has since established itself as an innovative, high-quality media enterprise in the Munich area. Its main clientele is the automotive industry for event and show activities. Galerie der Medien, an excellent fount of creativity, offers its customers comprehensive and complete service packages. Examples include films produced in recent years for which Galerie der Medien handled the entire process from design to production and post-production. At this juncture, they work with five full-time employees and a network of freelance associates. Galerie der Medien's facility also includes an ultramodern audio studio.

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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 designs have earned it, among others, the animago award, the Gold award at the WorldMediaFestival, the Silver Star at the US Film & Video Festival as well as the Prix Victoria Gold at the Austrian Commercial Film Days event. With its team of 45 specialists, the company is the quality market leader in the realm of 3D visualization. The company's headquarters is located in Sindelfingen, with branch operations in Munich and Shanghai.

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