

Press Release

MACKEVISION Visualizes Image-Content for New Mercedes-Benz Web-Configurator

The Stuttgart-based automobile manufacturer counted on the MACKEVISION 3D expert team to produce the image materials for launching the new web-configurator, which has placed Mercedes-Benz on the German market in April 2008 with the online presentation of the actual vehicle models and feature packages. In only six months, MACKEVISION visualized over 350,000 different setting, interior, and vehicles motifs. As a result, a new generation of vehicle visualizations with a very high visual quality came about in the configurator, which to the naked eye makes it almost impossible to differentiate between real photographed and computer-generated motifs.

[Image] **Stuttgart, June 24, 2008** – With numerous vehicle and package motifs, since it was re-launched in April 2008, the Mercedes-Benz web-configurator offers the German market a new dimension of combination possibilities: from vehicle model in terms of rims to individual design packages and specific interior components, many configuration variants are presented photo-realistically. Based on vehicle photographs, it was hardly possible up until now to transform a similarly high configuration depth of individual vehicle models that has at the same time the highest image quality.

In only six months, the Stuttgart-based 3D and CGI (Computer-Generated Images) expert, MACKEVISION, has produced the image-content for most of the vehicle portfolio on the Mercedes-Benz website www.mercedes-benz.de For classes A, B, C, CLC, CLS, ML, SL, SLK, and GLK, a total of over 350,000 motifs have been created for each feature package and various views (front, side, back, as well as interior space).

Depending on each positioning, the vehicles are presented in front of various backgrounds, such as a futuristic lakeside promenade, urban parks, Mediterranean coastal areas, or spectacular

mountainous landscapes. The backgrounds were photographed in a traditional way from different angles, retouched in the studio depending on individual preferences, and expanded to virtual sets with 3D elements. The individual vehicles are then integrated into the image at the end, using CGI.

Contrary to traditional background image photography, this method offers maximum flexibility to best adjust the overall image composition to the client's preferences during the image-generating process. Image elements can be eliminated or completed simultaneously in different angles. Light plays an important role and even the camera perspective can be altered afterwards. So far, with traditional photography and retouching, such procedures have been only very limited or absolutely impossible.

MACKEVISION Medien Design GmbH

MACKEVISION Medien Design GmbH was founded in 1994. The roots of the company lie in the traditional advertising film production. With its 60 experts, MACKEVISION Medien Design GmbH ranks today among the world market leaders in the field of 3D-visualization, animation, visual effects, and post-production for agencies, film production, and industry clients. The company is headquartered in Stuttgart and has additional locations in Munich and Detroit.

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