



MACKEVISION

Press Release

Mackevision Posts Record Sales – a 60 Percent Sales Increase in 2007

With a sales increase of 60 percent more than the prior year, Mackevision Medien Design GmbH, the Stuttgart-based specialist in 3D visualization and computer-generated imaging closes fiscal year 2007 with record bookings. CEO Armin Pohl, stressing a strengthened position in the US and a capabilities portfolio enhanced by additional, powerful in-house development projects continued positive results for the current fiscal year.

Stuttgart, January 21, 2008 – With its 2007 sales and earnings the highest ever since the company was founded in 1994, Mackevision, the 3D specialist, continues its success story. At its two German locations in Stuttgart and Munich, Mackevision posted a 60 percent sales increase in 2007. A multiple winner of the highest honors and most distinguished industry awards throughout the international market, the company impresses with its creative designs, production competence and innovative spirit.

Encouraged by its successful entry into the American market, Mackevision will be strengthening its presence in the United States. With its liaison office in Detroit, newly opened in the summer of 2007, and with the addition of 23 new associates hired last year for its various locations, Mackevision is poised to consistently continue its growth curve in 2008 as well. More hires are planned for 2D and 3D visualization, design creation and project management.

"An expansion of our service portfolio through the introduction of in-house product solutions in the area of 2D and 3D visualization is already in the preparatory stage," says Armin Pohl, CEO, Mackevision. "We will also expand our focus on the automotive industry, where we have set quality standards in product visualization in our numerous projects for the big automobile manufacturers of the world, as well as other industries."

"A major contributor to the company's success in the previous fiscal year was the strategic decision to merge the capabilities of Mackevision Medien & Design GmbH with those of Galerie der Medien in Munich. "While every merger results in a sales growth on the balance sheet, we take all the more pride in the fact that this significant sales growth in 2007 reflects a true 60 percent increase over the respective prior-year sales at both locations," adds Pohl.

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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. Since 2006, the company's innovative media designs have earned it, among others, the Golden Ottocar 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 just under 50 specialists it is the quality market leader in the realm of 3D visualization. To synergize their competencies in the areas of conceptualization, storyboard development, 2D/3D visualization as well as the post-production of image and film materials for industrial clients and advertising agencies, Mackevision and Galerie der Medien, the Munich-based media service provider, merged in October 2007. The company's headquarters is located in Stuttgart, with branch operations in Munich and Detroit, USA.

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Formatiert: Deutsch (Deutschland)

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