

Rapid growth: Mackevision expands to Japan

- CGI experts from Stuttgart establish a branch in Japan
- Collaboration with established agencies enables closer customer proximity

Stuttgart, October 19, 2017 – Today, [Mackevision Medien Design GmbH](#) has announced the expansion of its international presence with a new branch in Japan. Following a successful business year that came to an end in June 2017, the company continues to advance its plans for international growth. “The expansion to Japan is the next logical step in line with our strategy”, states Armin Pohl, CEO of Mackevision, explaining the presence in Japan. “We want to establish a stronger position in Japan in order to convince even more Japanese and international automotive manufacturers of our capabilities and expand our customer portfolio. We are very pleased that there is such a high demand in Japan and we are very proud that our mentality, our expertise along with our long-standing experience as the CGI world market leader is also convincing in Japan. For more than 20 years, Mackevision has been developing technological solutions for 3D visualization. As a driving force in the digital transformation process, we support our customers with digitalizing their sales channels.”

Mackevision established a subsidiary in Japan on 05.10.2017 in order to successfully gain a foothold in the Japanese market. Working together with a network of established lead agencies, Mackevision will support Japanese automotive manufacturers with solutions and expertise in their path toward a digital future. “We have found exceptionally strong partners in Japan and look forward to the collaboration in this strategically important market”, emphasizes Armin Pohl. The Japanese automotive industry has shown especially innovative and successful development in an international comparison. Alone in 2016, Japanese automotive manufacturers generated a turnover of approximately 505 billion euros. “The well-known brands represent modernism, innovation and reliability at fair prices. We are focused on staging brands and enabling customers to experience the products in a fascinating way. I am excited about the implementation of our latest work and what is

coming next", adds Heiko Wenczel, President Mackevision Corporation USA and Managing Director Japan.

The CGI experts from Stuttgart have already carried out a number of ambitious projects with [Toyota](#), [Nissan](#) and [Mazda](#).

Would you like to find out more about our international orientation and our diverse portfolio? Visit our website and follow Mackevision on Facebook or Twitter.

Mackevision Medien Design GmbH (www.mackevision.com)

Mackevision Medien Design GmbH is one of the global market leaders in computer generated imagery (CGI.) The company provides data-based 3D visualization, animation and visual effects. It designs and produces image and film material, as well as interactive applications in high-end quality. It develops technological solutions for generating images and covers the entire CGI process, from data preparation and creative design to the finished product. Its international team works with major corporations, SMEs and their agencies. Mackevision was founded in 1994. Today more than 500 people work for the company at its headquarters in Stuttgart and its branches in Munich, Hamburg, Birmingham, Florence, Detroit, Los Angeles, New York, Beijing, Seoul, Tokyo and Singapore.

Press contact

Mackevision Medien Design GmbH
Nadja Atwaa
Senior Public Relations Manager
Forststraße 7, 70174 Stuttgart
Tel. +49 711 933048 26
Mobile +49 151 1956 5782
E-mail: nadja.atwaa@mackevision.com
www.mackevision.com