



to create reality

Mackevision Medien Design GmbH is one of the global leaders in computer generated imagery which covers 3D visualization, animation, extended reality (VR / AR) and visual effects (VFX).

The company designs and produces image and film material, as well as interactive applications in high-end quality. It develops technological solutions for generating images and supervises the entire CGI process.

Today, about 630 permanent employees work at the Stuttgart headquarters, as well as at the branches in Munich, Hamburg, Birmingham, Florence, Detroit, Los Angeles, New York, Beijing, Shanghai, Seoul, Tokyo and Singapore.

## Clients

Mackevision combines technology, creativity and innovation - globally and for a wide variety of industries around the world.

The international Mackevision team looks after global corporations, medium-sized companies and agencies as well as international film and television productions, e.g. HBO, Netflix, Daimler, Audi, Porsche, Fiat-Chrysler and many more.

## Brief Outline

Industry:  
3D visualization, animation  
and visual effects

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Company headquarters:  
Stuttgart, Germany

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Employees (as of May 2019):  
630

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Shareholder:  
Accenture

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Management:  
Armin Pohl, Axel Schmidt,  
Dr.-Ing. Christian Fischer,  
Roland Bargon

## Contact

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**MACKEVISION**  
Part of **Accenture** Interactive

## Business Areas

We create 'digital twins' of real products such as vehicles, aircraft, consumer goods or machines for visualization purposes and provide the essential foundation to create fascinating connections between brands and their customers.

### Our End-to-End Offering at a glance

#### Consulting & Solutioning

Increasing product complexity meets liquid customer expectations, unclear content strategy and a lack of content production processes.

#### Digital Twin

Single source of data truth for scalable product and customer lifecycle engagement

#### Creative Concept, Storytelling & Art

Creative Concepts & Storytelling for Premium End-to-End Digital Visual Solutions.

#### 3D Imagery at Scale

Data driven and photo-realistic CGI visualization at large scale, when traditional photography or individual CGI projects cannot keep up

#### Product Configurators & Retail Solutions

Transforming your customer interactions into unique and connected brand experiences, allowing single touchpoints become a sequence of personalized events

#### XR Experiences & Realtime Solutions

Transforming how customers and employees work, live and play by creating remarkable experiences that fuel business growth.

#### Commercial & Product Movies

Benchmark product films and video advertising, commercials that are produced at highest quality, cost-effective scale, adaptable and reusable, and engaging

#### VFX for Feature Films

Award winning talent in CGI and VFX for leading feature film production

## Awards & Nominations

#### Epic Games Award 2018

Best Enterprise Application

#### Emmy Award 2018

Nomination for Outstanding visual effects for "Lost in space"

#### German Business Film Awards 2018

Jury award

#### SXSW Interactive Innovation Awards 2019

"Ocean mind experience" Finalist in the category Visual media experience

#### Smarties Awards 2018

Silver and Bronze medal

#### Animago Awards 2018

Best visualization for "Jim Button"

Nomination for outstanding animated character "Best friend" PETA commercial

#### Spotlight Festival 2019

Bronze for PETA commercial in category Professionals Animation