

## Press Release

### **IAA 2007: Mackevision, the 3D Visualization Specialist, Nominated Twice for the OttoCar Award**

*For the 8th International Film and Multimedia Festival, "AutoVision 2007," Mackevision Medien Design GmbH, one of the world's leading specialists in CGI and 3D visualization for the automotive industry, received not one, but two "OttoCar" nominations. The illustrious jury committee selected two product films produced by Mackevision for DaimlerChrysler, the "Bionic Car" and "CL Class", as finalists at the IAA International Automobile Show held in Frankfurt am Main on September 13, 2007.*



**Sindelfingen, September 3, 2007** - The AutoVision Grand Prix is an international festival for films, commercials, web sites and interactive and multimedia applications in the automotive industry. At the 2007 AutoVision Grand Prix, already the eighth of its kind, the prestigious OttoCar trophies will be awarded for productions and designs of the highest level of technical innovation, as well as for their artistic execution in different categories.

From among 300 project entries, the AutoVision Jury ultimately selected as finalists the Mercedes-Benz "CL Class" image film in the "Product Films Passenger Cars & SUVs" category, as well as the Mercedes-Benz press film titled "Bionic Car" in the "Informational Films/Research & Development" category. The formal award ceremony of the 8th AutoVision Grand Prix is scheduled to take place on September 13, 2007, under the auspices of IAA, the world's biggest auto show, which was held in Frankfurt am Main.

#### **Current Mackevision Project Highlights at IAA 2007**

In preparation for this year's IAA, the Sindelfingen-based visualization and 3D expert, Mackevision Medien Design GmbH, was awarded the contract for developing several different media productions. Also presented at the IAA will be a number of attention-getters and lead-ins exclusively designed and developed, among others, by Mackevision for the Mercedes-Benz exhibit. They include an animated film introducing the innovative drive concept of the experimental F700 vehicle that combines the frugality of a diesel engine with the cleanliness of a gasoline engine.

Also in the area of web applications for the automobile industry, Mackevision is introducing a new generation of 3D-based car configurators. These new applications, first presented by Mackevision to the technical audience in parallel with the 2007 IAA, combine in greatest detail the full configurational depth of the vehicle models' interiors with the photorealistic image quality of their exteriors.

The 62nd IAA International Automobile Show is scheduled to take place from September 13 to 23 on the Frankfurt am Main fair grounds. To arrange for a personal presentation or meeting please contact us by e-mail at [info@mackevision.de](mailto:info@mackevision.de).

### **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 several awards including: the intermedia-globe GOLD 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. With its team of 45 specialists, Mackevision 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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