



MACKEVISION

Press Release

A Childhood Dream Comes True – with the Santa's Sleigh Configurator from Mackevision

Mackevision, the Stuttgart-based specialist in 3D visualization and computer-generated imaging, is offering a substitution for the common personal greeting card with a very special and unique Christmas gift. With the specially developed Santa's Sleigh Configurator, the customer can let his imagination run wild and realize the dream of his own Santa's "Sleigh," a sort of fantasy configuration. The sleigh builder can then send his creation as a greeting card to friends and family. The Configurator, developed on the basis of 3D technology, was received so well at the editorial office of AutoBILD – in part due to its strategic, timely release– it was added in time for the 2nd Advent to their online program under www.audotbild.de.



Stuttgart, December 7, 2007 –

Mackevision, winner of multiple innovation awards, has opened new doors with the world's first 3D Santa's Sleigh Configurator.

"That Configurator sprang from the idea of giving our clients, a mixture of personal Christmas greetings and a creative, entertaining break during the

hectic Christmas season", explains Jürgen Weyrich, project manager at Mackevision.

Santa's Sleigh Configurator is based, in technical and conceptual terms, on the same principles as other vehicle configurators developed by Mackevision for various automobile manufacturers on the Web. All image elements and equipment options were created from 3D tools and then finalized in 2D. The idea for Santa's Sleigh Configurator came up in-house, and was entirely conceptualized and personally implemented by Mackevision's own creative designers.

In a showroom with a touch of wintry effects, the self-appointed Santa-to-be can pick from numerous accessories for the "dream sleigh": From the hydro-pneumatic outboard drive system, to an aqua-hydraulic turbine array, to a hybrid module with booster stages, there is nary a limit to the source of motive power. For undercarriage options as well, such as crawler or skid drive, different front ends or exclusive, fancy appointments, Santa's Sleigh Configurator by Mackevision

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promises a big fun factor for young and old. Upon completion of his own sleigh configuration, the user can send it with his personal message as an on-line greeting card.

In the end, the result was so entertaining and convincing that after the first product presentation, the Web editor of AutoBILD would not keep it from his own users and quickly added it to his own Web site at <http://www.autobild.de/xmas/weihnachtsschlitten.php>. Exclusively for AutoBILD, the configurator was enhanced with a few additional features such as their advertising poster and the mailing of an on-line greeting card offering the option of subscribing to the AutoBILD-Newsletter

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 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. With its team of just under 50 specialists, Mackevision 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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