

Press Release

animago Award Winner Mackevision at the First Digital Creation Days Event in 2007

Mackevision, the Stuttgart-based specialist in 3D visualization and winner of last year's animago award, is represented with its own booth at the "Digital Creation Days" technical forum, the first of its kind, held in Karlsruhe on November 8 and 9, 2007. This event provides anyone interested in the subject of computer graphics and animation a platform for an industry-transcending dialog, knowledge exchange and networking. Moreover, the bestowal of the distinguished animago Award 2007 in the evening of the first day of the event honors the foremost media service providers in the digital creation category.



Stuttgart, October 29, 2007 –The Digital Creation Days, launched in 2007 by Karlsruher Messe- und Kongress- GmbH in cooperation with the technical journal *DIGITAL PRODUCTION*, highlights the trends, developments and synergies of the digital

media especially in the realm of computer graphics and animation. In Karlsruhe on November 8 and 9, 2007, the creative minds of the movie, media and advertising sectors will meet with R&D and business decision makers. Representatives from various industries, including conventional post-production companies, film and TV producers, TV station representatives, advertising and marketing agencies, architects, designers as well as game developers and publishers, will be present for the networking event. With a balanced mixture of technical exhibition, workshop programs, a recruiting area and the 2007 animago event, the Digital Creation Days provide a multifaceted platform reflecting the thematic diversity, as well as convergence of the digital creation sector.

Mackevision Medien Design GmbH, winner of the 2006 animago Award, will be represented on both days of the event with its team of experts and its own display booth next to the recruiting area. Visitors and interested parties are free to explore in detail the possibility of joining one of the world's leading media service providers for 3D visualization and computer-generated imaging, reviewing job descriptions, requirements and career opportunities, or applying on-site.



MACKEVISION

On November 8, 2007, from 6:00 to 7:00 p.m., Mackevision's CEO, Armin Pohl, will be presenting a paper on "The Virtual Packshot – 3D-generated Product Visualization in Advertising – the Possibilities and Advantages." For a number of years, industrial companies and especially automobile manufacturers have consistently tapped the advantages of 3D-generated product visualization in print, Web and film applications. Now, an increasing number of other sectors of the industry are employing this production method for generating their advertising materials. During the workshop, Armin Pohl will use examples of current production projects to demonstrate the technological capabilities and economic benefits of 3D data-based product visualization. In his discourse, he will also explain the prerequisites for the implementation of a project describe the ideal production process and introduce current developments. Following the workshop, visitors and interested parties will have an opportunity to ask questions as part of the Speaker Chat.

A particular highlight of the forum is the Event Program around the Imago award, the number one digital-creation competition in the German-speaking countries. In the evening of November 8, under the auspices of the Digital Creation Days, the high-level jury of the technical journal *DIGITAL PRODUCTION* will present the 11th animago Award to this year's winner. The ceremonial presentation of the award is followed by the animago party to which, in a pleasant atmosphere, the visitors and participants are invited to exchange their thoughts on varied subjects, and which is the crowning feature of this multifaceted program of the Digital Creation Days. On both days of the event, at the Meeting Point of the animago Cinema Lounge, the technical audience will once more be shown the best productions in this competition.

Mackevision Medien Design GmbH

Mackevision Medien Design GmbH was founded more than 10 years ago. The company has its roots in the conventional production of 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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