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Mackevision adds sparkle to PANDORA's £ 1.2 million 'Rose' campaign

Mackevision, the global leader in Computer Generated Imagery (CGI) and digital solutions, has created a 3D CGI portfolio of international jewellery brand PANDORA's latest 'Rose' collection.

Mackevision has crafted the digital production assets of the entire PANDORA Rose range, which features the brand's new 'Rose' combination metal. The carefully crafted visualisations will feature in the jeweller's £1.2 million media campaign, which includes nationwide advertising across print, outdoor and in-store advertising, handled by creative agency The Minimart.

Arren Perfetti, Creative Director of Mackevision UK, said: "Each piece of jewellery has been virtually recreated, ensuring the material qualities and subtle finishes are accurately matched to the physical jewellery items. Software including 3D computer programme, 3ds Max, and sculpting package ZBrush, allowed Mackevision to achieve the fine details and contours of the products to ensure they look identical to the products on the shop floor. The work highlights the quality of CGI visualisations Mackevision is capable of producing."

The £1.2 million campaign signals PANDORA's foray from the height of luxury into more affordable territories for its customers, with its new rose gold coated metal blend.

Tim Clyde, Founding Partner at The Minimart, said: "We have been overwhelmed with the extremely high standard of detail Mackevision has been able to achieve for the new PANDORA Rose collection launch, the jewellery quality is far beyond what we could have achieved with photography alone. We look forward to partnering with them again."

For more information contact:

Lee Gunther at lee.gunther@simpaticopr.co.uk

About:

Mackevision Medien Design GmbH is one of the global leaders in computer generated imagery (CGI) which covers 3D visualisation, animation and visual effects. The company, which has a newly-

launched London office, designs and produces image and film material, as well as interactive applications in high-end quality. It develops technological solutions for generating images and looks after the entire CGI process from data preparation to creative design.

The international team looks after major corporations, medium-sized companies and their agencies. Mackevision was founded in 1994. Today 330 people work at the headquarters in Stuttgart, as well as in its branches in London, Hamburg, Munich, Detroit, Los Angeles, New York, Beijing, Shanghai, Seoul, Singapore, Florence, Paris and Tokyo.

For more details visit www.mackevision.co.uk