

FANTASTIC IMAGES

Visual FX. German firm wins Emmy for computer-generated imagery.

Germany's Mackevision Medien Design took home a Creative Arts Emmy in the "Outstanding Special Visual Effects" category for its work on the blockbuster HBO fantasy series *Game of Thrones*. The annual Primetime Emmy Awards, held in Los Angeles, are the most prestigious television honors in the United States.

The Stuttgart-based company is a world leader in designing and producing high-end 3-D visualizations, animations, and visual effects for clients around the globe, including film producers and corporations, particularly those in the automotive industry. Industrial image processing in Germany is "stronger than ever" and enjoyed at least 10 percent growth in 2014, according to the VDMA machinery and equipment industry association. —

→ <http://bit.ly/1z5cLwO>



Congratulations! The award for Outstanding Special Visual Effects goes to a German firm!

TOP SCORES ACROSS THE BOARD

A new European Commission study has underscored the awesome strength of Germany's clusters. The biannual "European Cluster Panorama" was published in October 2014 by the European Cluster Observatory, an initiative of the "SMEs: Clusters and Emerging Industries" unit of the Commission's Enterprise and Industry Directorate-General. The study found that Germany is home to

- the top eight mobility technologies clusters;
- 17 out of 22 strong medical devices clusters;
- the top seven regions for leading environmental technologies;
- the only four-star cluster in advanced packaging (Karlsruhe);
- the top-scoring overall region, Darmstadt, which earned 29 out of a possible 40 stars.



TITANS OF INNOVATION

New High-Tech Strategy. Redefining the formula for future success and an innovative environment.

The German federal government invested an estimated EUR 11 billion in 2014 alone in its mission to become the innovation world champion. The path it has chosen to get there is set out in its High-Tech Strategy. This comprehensive national strategy was adopted in 2006, expanded in 2010, and redefined in September 2014 to become the "New High-Tech Strategy."

The overall goal remains the same: to create the best-possible environment for rapidly translating good ideas into innovative products and services so as to ensure continued growth and prosperity as well as to

find creative solutions to pressing challenges. But there are some new topics, some new funding instruments, and an expanded concept of innovation that includes not only technology but also society.

While the strategy promises continued special support for SMEs, plans also call for new instruments to accelerate transfer and foster collaboration during the current legislative period. —

→ <http://bit.ly/1Ab7hMq>

