



Mackevision Medien Design GmbH is one of the global leaders in computer generated imagery which covers 3D visualization, animation and visual effects (VFX).

The company designs and produces image and film material, as well as interactive applications in high-end quality. It develops technological solutions for generating images and supervises the entire CGI process.

Today, more than 450 permanent employees work at the Stuttgart headquarters, as well as at the branches in Munich, Hamburg, London, Florence, Detroit, Los Angeles, New York, Beijing, Shanghai, Seoul, Tokyo and Singapore.

[www.mackevision.com](http://www.mackevision.com)

## Brief Outline

Industry:  
3D visualization, animation and visual effects

Company headquarters:  
Stuttgart, Germany

Employees (as at May 2016):  
450

Investor:  
Gimv

## Corporate Structure

Gimv has been the majority shareholder of Mackevision Medien Design GmbH since 2014. The previous management team has retained a large proportion of the shares.

### Directors

Armin Pohl  
CEO

Joachim Lincke  
CCO

Jens Pohl  
COO

### Contact

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## Business Areas

### Services

#### CGI Consulting

Developing concepts and providing support when launching CGI processes and technologies.

#### CGI Productions

Implementing CGI projects and interactive content for print, film and interactive applications.

#### Visualization Data Management

Turning design data from industrially made products into 3D visualization models to create image and film material.

#### Visual Effects

Implementing highly complex sequences in feature films, TV series and advertising productions.

### Products

#### High-end 3D products

- Motionbox – the unique film database specializes on the tough demands of CGI-based film productions.
- Picture Shooter is a web-based, virtual photo studio. On the basis of prepared product data photorealistic 3D visualizations can be presented professionally and in top quality.
- Media Server is a dynamic image database that generates configurable product pictures in any configuration in premium quality and real time.
- The purpose of the Configuration Backbone is to define and manage complex configuration logic for data-based visualization.

### Solutions

#### Next Level of User Experience

With innovative technologies and over 20 years' experience in automotive visualization, we develop turnkey solutions for first-class and extensive production presentations.

Whether it's a question of online or showroom configurators, from concept development to implementation we can create interactive worlds to experience. Depending on the application and geared to your requirements, we can deliver virtual, augmented, mixed reality and pre-rendered solutions. We'd be happy to advise you – just contact us.

## Awards

MackeVision is regularly presented with renowned awards. This is just a small round-up of our successes:

#### Automotive Brand Contest

- Winner "Toyota Auris", category: campaign

#### New York Festivals

- Gold World Medal for "Porsche 918 Spyder", category: event venue

#### Primetime Emmy Awards

- Emmy for "Game of Thrones, Season 4", category: outstanding visual effects

## Clients

MackeVision looks after international corporations, SMEs and agencies, as well as international film and television productions. Some of our clients include:

- BMW, Chrysler, Daimler, Dodge, Embraer, Epson, Hyundai, Porsche, Volkswagen
- antoni, BBDO, Deutsch, fischerAppelt, Grabarz & Partner, Jung von Matt, Kemper Kommunikation, Still Productions
- bee Film, GoodFilm, HBO, Lucky Bird Pictures, Mark13, Zeitsprung Pictures