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[Mackevision Sponsors 3rd CAR-Symposium China in Shanghai](#)

Mackevision, a specialist in 3D visualization and computer generated imagery (CGI), will sponsor and attend the third CAR-Symposium China to introduce its CGI technology and expertise in pre-rendered and real-time content.

Beatrix Frisch, General Manager, Mackevision China will be amongst high-level speakers at the symposium, including executive leaders of car manufacturers and automotive suppliers from the automobile industry such as Audi, Geely Group and Jaguar Land Rover, Continental, IBM, Accenture and others.

“Mackevision is a leading CGI technical expert in the automotive industry, providing premium quality, support and creativity with profound understanding of technology and insight into the customer needs. We combine technical expertise and innovation to create quality excellence in our visual products. We are setting standards in customer experience, product customization while adhering to market - specific requirements,” states Beatrix. “The automotive industry is one of the main drivers of China’s economy. Mackevision looks forward to working with more car companies in China to contribute to the development of China’s automotive industry to the next level.”

In the highly competitive automotive market, purchasing decisions are mostly motivated by emotions. At the dealer’s showroom, at car shows, or via the different marketing channels, car companies have to respond appropriately - with images and films that awaken enthusiasm in customers and add an emotional edge to the brand. In parallel, sufficient information about the product must be provided on premium quality level. Involving the classic CGI technologies and extending to virtual, augmented and mixed reality technologies, Mackevision can provide consumers with immersive 360° experiences.

The CAR-Symposium was founded by the German Duisburg-Essen University in Germany in 2000. Since its inception, the CAR-Symposium has become an indispensable platform for

the development and communication of the automotive industry. In 2015, the Duisburg-Essen University and Beijing German-Inspired Events Services Co., Ltd jointly introduced the CAR-Symposium to China. After two previous sessions, the third CAR-Symposium China is being held during the Shanghai Auto Show this year in which Mackevision is one of its sponsors.

About Mackevision Medien Design GmbH

Mackevision Medien Design GmbH is a global market leader in Computer Generated Imagery (CGI.) It provides data-based 3D visualization, animation and visual effects. 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 accompanies the entire CGI process from data preparation to creative design to the finished product. The international team works for major brands, MNCs, SMEs and over 450 people work globally at the Stuttgart headquarters, and at the branches in Munich, Hamburg, London, Florence, Detroit, Los Angeles, New York, Beijing, Seoul, Tokyo and Singapore.

Its China headquarters, Mackevision Medien Design GmbH Image Technology Services (Shanghai) Co., Ltd, was registered and established in Shanghai in 2012, and in early 2016, the production center was established in Beijing.

For more information, please visit www.mackevision.com/cn

Please subscribe to Mackevision WeChat, search the public number "Mackevision" or scan the two-dimensional code.

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