Thinking World Class Automotive Visualization

Armin Pohl, CEO Mackevision

–***Headquarter*** Stuttgart, Germany
since 1994

–***Subsidiaries*** Munich, Germany
since 2000

Detroit, USA
since 2007

–***Contact Offices*** Los Angeles, USA
since 2010

Tokyo, Japan
since 2010

–over 140 permanent employees, scores of freelancer and experts as well

Automotive Reel

Today‘s Reality:
Wide Variety of CGI-use in Marketing

AKG

TACHYMETER

LIME ESSENCE
SHAMPOO
PEARL ESSENCE UND
SHINE-UP FACTOR
verleihen dem Haar gesunden Glanz
Kanebo
INTERNATIONAL
LIME ESSENCE
CONDITIONER
ANTI-HAARBRUCH

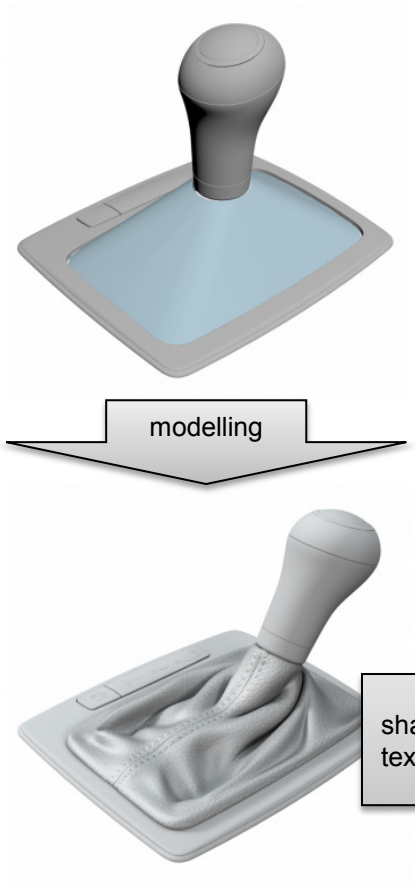
LA OPERA
PLÁCIDO DOMINGO
General Director
LA OPERA
PLÁCIDO DOMINGO
General Director
DOROTHY CHANDLER
PAVILION

S OT 9481

Not only one Beauty-Pic but many:
High End Print in Big Volume

Virtual Garage Base Process

MACKEVISION



data quality

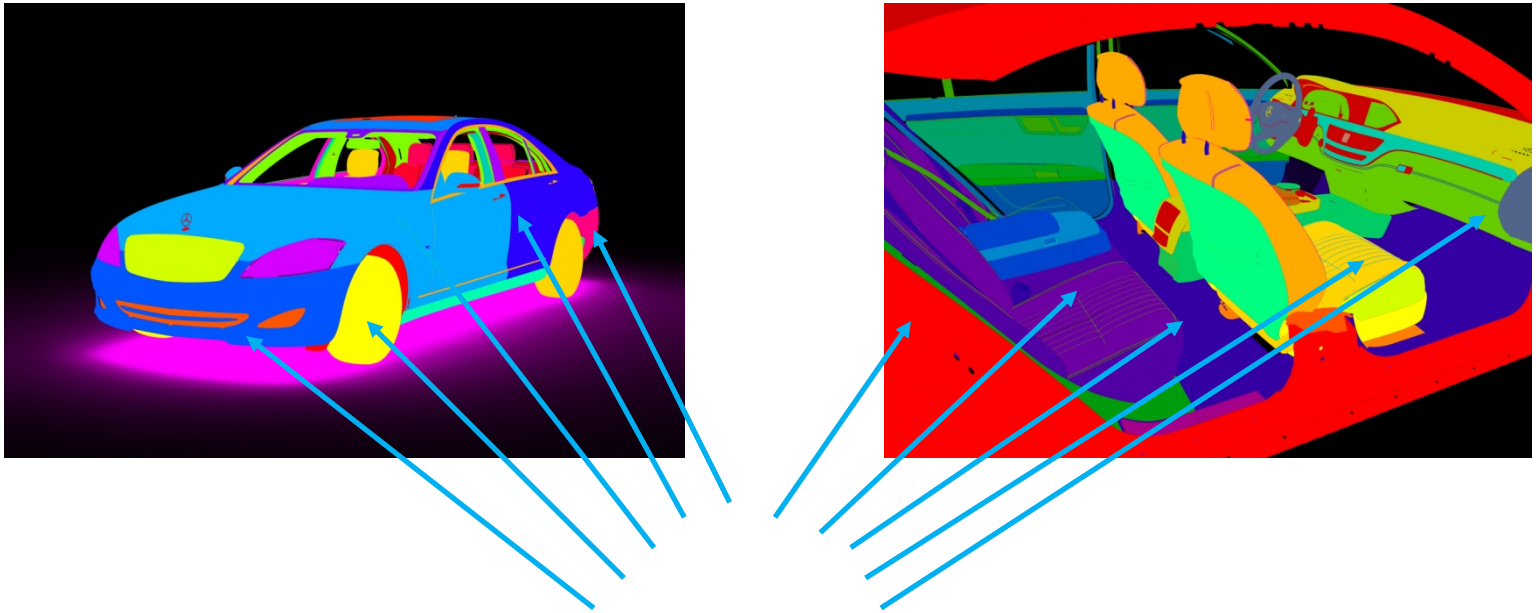
- for photorealistic close-up-renderings

CAD-data refinement

- remodeling of surfaces to optimize look and feel

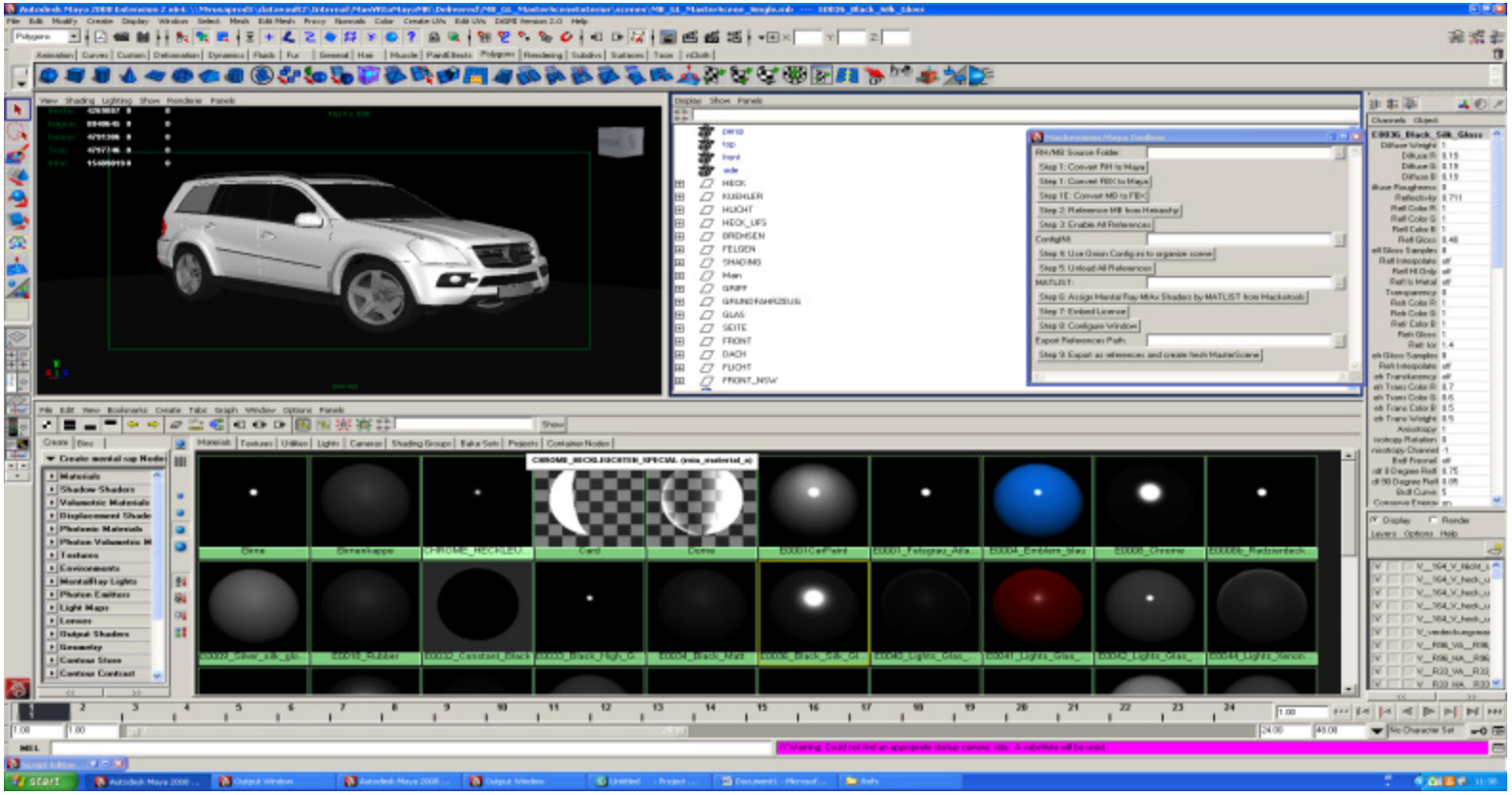
Virtual Garage Base Process

MACKEVISION



configurable elements

Masterscene: Material Asignment



- standard material definition and preparation for single button rendering

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Example: Final Result after Finishing

Example: Final Result

Example: Final Result

MACKEVISION

Example: Final Result

MACKEVISION

Example: Final Result

MACKEVISION

Example: Final Result

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Focusing on Marketing: The situation / survey and analysis

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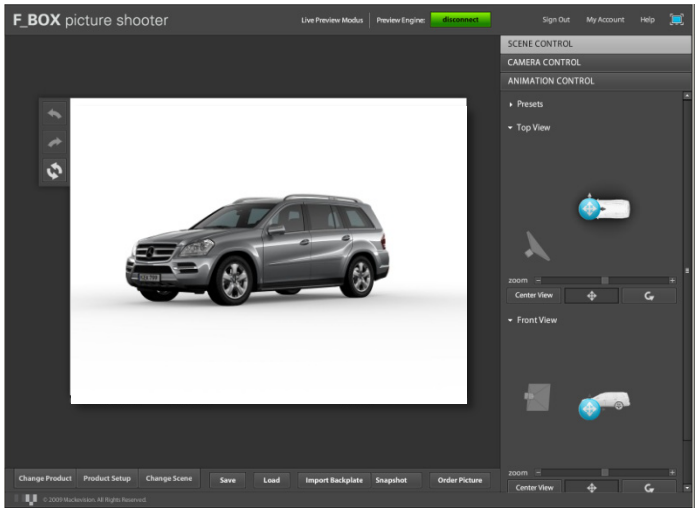
- **prices per image are constantly falling, but …**

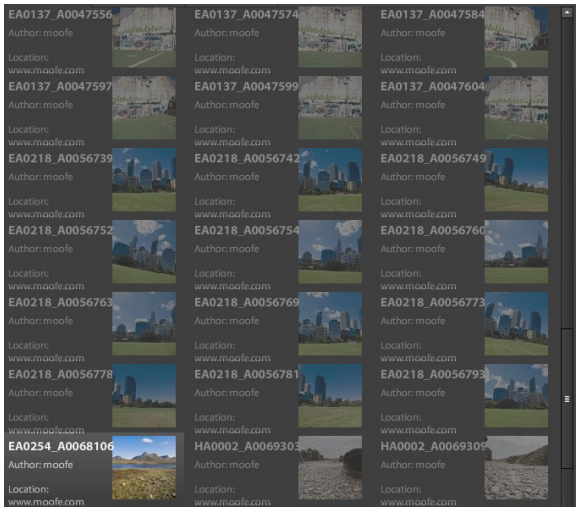
- **… the need for product images is increasing, and so the need for keeping the control over all content**
  (different channels, e.g. POS, web, print, announcements)
- **… the process for image production is getting faster**
  (“time to market” is a competitive advantage)
- **… the process for content production is getting more complex**
  (Content localization and personalization)

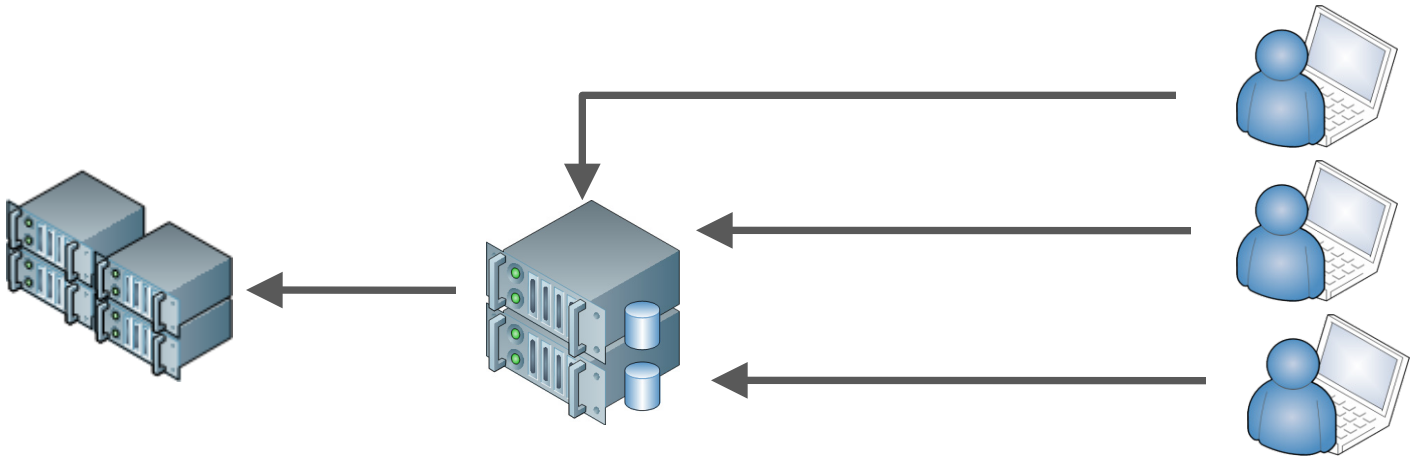
F_BOX picture shooter **from Mackevision – what is it?**

- A Real-Time Web-Service, which enables the user to produce High-End 3D-Content fast, easy and cost efficient.
  You could say: an online accessible virtual photostudio

Offline Demo







Rendering Farm

Picture Shooter Server with Database

Access via Web-Browser

Created with **F_BOX** picture shooter

Photographie: Rene Staud

Created with **F_BOX** picture shooter

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Photographie: Rene Staud

Created with **F_BOX** picture shooter

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Photographie: Rene Staud

Created with **F_BOX** picture shooter

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Photographie: Rene Staud

Case Study: Volkswagen

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Where are we going?

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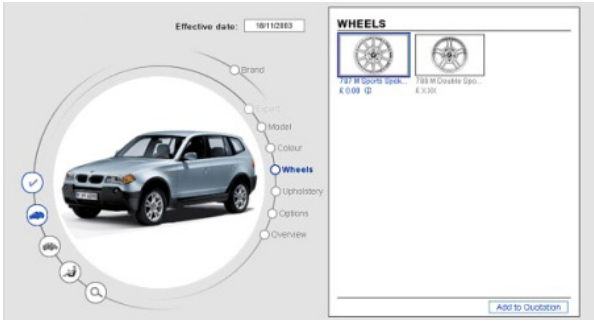
The Aim: Single Source Publishing

Provide Media:

- To all channels
- Simultanious
- Centralized & controllable
- Consistant Quality
- Repeatable
- Fast
- Cost effective



Statement:

In Marketing for Products of all kinds, CGI will take almost the complete amount of content creation in the next 5 Years

- **Example: Mercedes-Benz, Virtual Garage Use**

Kontakt

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