

## Media Release

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### Mackevision Appoints Andreas Trautmann Member of the Advisory Board

Stuttgart, Germany, December 8, 2015 – Mackevision Medien Design GmbH has appointed Andreas Trautmann member of the advisory board. His brief will be to support the management team in shaping the way the company develops. Mackevision has recently become one of the leading suppliers of Computer Generated Imagery (CGI) solutions and has continued to grow ever since. Andreas Trautmann's role will be to ensure that the company harnesses the business opportunities this growth offers.

"Andreas has a wealth of experience in the branding business and has good international contacts too. He's also a successful entrepreneur with an excellent track record with regard to business development. As a result, he has exactly the characteristics required to boost the work of Mackevision's advisory board. I'm delighted to have him on board," explains Armin Pohl, CEO of Mackevision Medien Design GmbH.

Trautmann is currently a freelance consultant and entrepreneur. In both roles he has stakes in various consultancy and technology companies. Before he became an entrepreneur himself, for many years he was a CEO for major, international ad agencies. In his last position he was CEO Germany for McCann Worldgroup Germany. Previously he also held the position of CEO and general manager for BBDO Düsseldorf. Mackevision's dynamism and international approach are aspects that particularly appeal to him. He believes there is huge potential for synergy in the consultancy and advertising industries. "I've been following developments at Mackevision for quite a long time and am highly impressed by its creative excellence and professionalism. The demand for delivering creative visualization and an emotive appeal to products is continuing to rise, especially with the increasing digitalization of communication. And in these areas Mackevision can score top points with its superior CGI and VFX expertise," comments Trautmann when explaining how he intends to put Mackevision in a strong position for the future.

### **Mackevision Medien Design GmbH ([www.mackevision.com](http://www.mackevision.com))**

Mackevision Medien Design GmbH is one of the global market leaders 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 looks after major corporations, medium-sized companies and their agencies. Mackevision was founded in 1994. Today, more than 400 people 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.

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