Mackevision opens Chinese office in Beijing

Stuttgart and Beijing – April 21, 2016: Mackevision Medien Design GmbH, the specialist for data-supported visualization and computer-generated imagery, opens its new branch in Beijing today. Based out of this office, the Managing Director Beatrix Frisch and around 20 employees will expand the collaboration with existing customers active in China and, above all, acquire new customers in the country. The Stuttgart company's existing and constantly growing customer base primarily includes automobile manufacturers and advertising agencies from Asia, Europe and the USA. This expansion primarily focuses on industrial companies from China and located in China.

"Opening the office in China is another milestone for our growth plans. In recent years we have developed into one of the leading solution providers for CGI. Now we are expanding our organization in a way which supports this development. We want to be everywhere, where our customers are, as well – also in China, local for local, as they say", explains Mackevision Chief Operating Officer Jens Pohl.

Expanding existing business

The Stuttgart company Mackevision is not entering unfamiliar territory with the new branch: the company has been active in China since 2013, working for the Mercedes-Benz local subsidiary and joint venture, among other clients. Accordingly, the company's market expertise and delivery capabilities are already extensive – two success factors which the management supporting the Chinese Managing Director Beatrix Frisch intends to expand at the new location

"We plan to be far more than just one central office for existing project and project infrastructures: our to-do list includes establishing a sales organization for China and

expanding our team of consultants and artists through the targeted recruiting of local managers and employees", explains Beatrix Frisch.

Visualization and CGI services for the Chinese market

The business plan for the Chinese branch initially focuses on expanding and establishing the existing delivery capabilities for photography and other "still" graphic artistry needed to implement Mackevision's solutions for data-supported image generation. In addition, services for sales and consulting are already available. Then capacities for 3D image generation or the provision of complete Mackevision solutions will follow. As soon as these are available, Mackevision China will be able to operate in the Chinese market as a complete business unit, explains Mrs. Frisch. Her plan is to achieve this target before 2020.

Mackevision's CGI solutions enable users to employ CAD data from engineering and production to create highly realistic, virtual product models. Through a "Single Source Publishing" process, this data can be used to create any desired product photos, films or 3D animations for websites, apps or even virtual reality applications – in a short period of time, semi-automatically and with exceptionally low marginal costs. In particular automobile companies or manufacturers of other, complex goods with a large number of variants can save millions of euros and months of time when creating information or marketing material.

"We see a lot of potential for growth for these solutions in Asian markets and in China, in particular. That is why we support Mackevision's expansion in this region to the best of our abilities. Experience has shown that the regional proximity to the users massively increases the success for everyone involved – and that is why the company also requires a branch in Beijing in addition to the offices in Korea and Japan", adds Dr. Sven Oleownik, Partner/Head

of Germany at Gimv, the investment company which has supported Mackevision's development for the last two years.

Mackevision Medien Design GmbH (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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