

— — Press release

Films entirely without shooting – the new "Motionbox" solution from Mackevision revolutionizes automotive film production

Stuttgart, May 30, 2016 – Mackevision Medien Design GmbH from Stuttgart revolutionizes automotive film production: "Motionbox" offers customers an all in one solution - entirely without shooting. This unique moving image database consists of footage specially tailored for the industry's needs and offers everyone the ability to take on the role of the director. This lets customers directly and efficiently create high-end films for trade fairs, product presentations, events and much more. Mackevision developed Motionbox specifically for the needs of automotive industry users – a solution which reduces the time and risks involved in film production.

The automotive industry traditionally has a high demand for image and film content. More and more often Computer Generated Imagery (CGI) is used to generate this enormous number of images. Over the course of the years, CGI has developed from a new technology into an alternative means of image generation capable of offering the same quality for still images. Thanks to technical advances and specialized service providers, this development is also expanded into the field of moving images. In addition to the obvious cost and time savings resulting from omitting the shooting, today's CGI solutions offer quality on the same level as true shootings. Today almost 80% of all content can be depicted photorealistically using footage material and CGI. This also enables demanding content to be implemented as moving images despite tight schedules and a limited budget. Mackevision from Stuttgart is now revolutionizing automotive film production: the "Motionbox" offers companies an all in one solution - entirely without shooting.

Users become directors

The "heart" of "Motionbox" is the unique and innovative moving image library containing pre-produced film material. It has been specifically produced for the requirements of the automotive industry and is available in uncompressed formats. The film material shows panoramic mountain roads, breathtaking coastal shots or city footage such as Côte d'Azur, Kaunertal or L.A. It has been adapted to meet the demanding requirements of CGI-based film productions and makes film creation more efficient, easier to plan and more independent. Users simply search the library using a world map to determine the location or a keyword search to define what the footage shows. Then they select the shot that they like best. In the process, they create their own individual clipboard and become their own director.

The combination of specially pre-produced film material and CGI post-production enables Mackevision's experts to depict almost any vehicle shot. The vehicle design data provided is photorealistically integrated into the selected shots. The product is a high-end film with a resolution of up to 4K and 50 frames per second, suitable for use in a broad variety of different communication channels. Yet without any of the production risks usually involved in creating a film. Once the film has been produced, future model or product updates can be easily integrated into the existing film. Users can select between two variants: high-quality backplates without integrated vehicles or backplates that contain a photorealistic CGI integration of the vehicles. The high-quality backplates can be used as footage or as the basis for the car animation. The key aspect is that the film material is available ad hoc and can thus be utilized spontaneously. Customers receive high-end moving image content that can be used as material to enrich exhibition films or press conferences, for example.

New creative potential as well as significant time and cost savings

"Up until now, creating comparable film material in a real production was a major undertaking for automobile manufacturers: camouflaging vehicles, blocking roads, transporting crews and then shooting for days, provided that the weather cooperated. Motionbox now provides an optimum alternative. The users responsible for the project can simply construct the clipboard the way they imagine it. With only a fraction of the time and costs this previously involved", explains Stephan Baier, General Manager Products & Development at Mackevision.

Utilizing "Motionbox" saves the user's production costs and simultaneously frees up additional financial potential. Users bypass the shooting planning, scheduling, expensive production travel and weather risks. The "Motionbox" frees up time which can be invested in quality management and the finished production – for absolutely perfect results. In addition, the time saved frees up creative potential and provides space for new ideas. Users have the opportunity to come up with new ideas for the film design. For example, vehicle animations and different camera settings can be selected as desired and more diversity integrated into the scene selection.

The features at a glance

Motionbox's features include:

- Comprehensive range of shots: highly emotional, pre-produced scenes available in either 2K or 4K resolution with a frame rate of 25 or 50 frames per second.
- Breath-taking shots: The footage shot on location includes scenes from: Vancouver in Canada, Los Angeles and Nevada in the USA, Kaunertal in Austria, Coté d'Azur in southern France or streets in Cape Town in South Africa.

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- Cuts and tracking shots especially optimized for the automotive industry and vehicle movement, including longer shots for demonstration and design films along with classical and generic shots for presenting the vehicles.
 - User friendly interface, intuitive workflow: simple shot selection via map view and keyword search.
 - Highly realistic CGI product depictions integrated by experienced Mackevision experts.
 - Extensive time and cost savings: no need to camouflage and transport new products, no need to block locations, no weather risks and no time spent on shooting, no security risks.
 - Easy integration of prototypes and show cars.
 - Complete support from Mackevision for: the planning, implementation, integration, test and operation.

Mackevision Medien Design GmbH (www.mackevision.com)

Die Mackevision Medien Design GmbH numbers among the world's market leaders for Computer Generated Imagery (CGI). This includes data-supported 3D visualization, animation and visual effects. The company designs and produces image and fill material along with interactive applications with high-end quality. It also develops technological solutions for image creation and supports the entire CGI process from data preparation to the creative design to the final product. The international team supports major companies, middle-sized companies and their agencies. Mackevision was founded in 1994. Today more than 400 employees work at the company's headquarters in Stuttgart and at its branches in Munich, Hamburg, London, Florence, Detroit, Los Angeles, New York, Peking, Seoul, Tokyo and Singapore.

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