Brief outline

Effekt-Etage GmbH is a driver of innovation for exceptional visualisation as well as digital brand and product experiences. The company develops scalable solutions for the entire CGI (Computer Generated Images) process.

From data preparation in order to create a 'digital product twin' to the creation and implementation of all media. Across all the touchpoints of a modern user journey, it designs and produces brand-consistent, visual communication and product experiences.

The CGI technologies used include pre-rendered content and real-time 3D. These enable high-end quality for image and film material, virtual, augmented and mixed reality applications, complex online configurators and holistic app / web applications.

Industry:	3D visualisations, digital brand and product communication
Foundation:	2003
Headquarter:	Berlin
Second office:	Munich
Employees :	40 (as of 2018)

Organizational structure

Managing director & founder Berlin

Björn Kowalski

Managing director Munich

Jörg Gutzke

Contact

Effekt-Etage GmbH

Leuschnerdamm 13
10999 Berlin
+49 30 616 558 30
hallo-berlin@effekt-etage.de

www.effekt-etage.de

»Any sufficiently advanced technology is indistinguishable from magic«

Arthur C. Clarke

Only technology with soul appeals to your customers.

The goal of Effekt-Etage is to create digital user experiences along the entire value chain of their customers that have never been experienced before. Effekt-Etage uses 3D data models (digital product twins) to perfect well-known media such as images and films. It is an international driving force on new channels such as VR and AR and will continue to have a decisive impact on future channels. Always with the goal that technology as such is not perceptible, but that the customer experience is in the foreground.

Business areas

Consulting

Technology and process consulting for the introduction of data-based visual product communication. Support of the digital transformation of distribution channels.

Data preparation

Conversion of design data (CAD data) of industrially manufactured products into 3D visualization models (digital product twin) for the creation of images and films, as well as VR, AR and holistic digital applications.

Virtual film & photo shoots

Creation and realisation of images and films based on the digital product twin. Data-based product and brand communication.

Virtual Reality & Augmented Reality

Creation of fascinating virtual worlds and intuitive interfaces. Pioneer in product and brand communication for data-based VR and AR applications.

Configurators

Based on pre-rendered, layer-based 3D visualisations or 3D real-time technologies. For online, at the POS, at events and trade fairs, also as an app with VR / AR application.

Web & app development

Development of integrated app and web solutions. Content will be presented to the right target group, at the right time, in the right place and device-specific.

Customers

The company looks after international corporations, medium-sized companies and agencies.

Industrial customers

Audi, BMW, Daimler, Ernst and Young, MINI, Opel, Rolls-Royce, Samsung, Seat, Volkswagen

Agencies

Antoni, AKQA, BBDO, CP+B, Dorten, Heimat, Interone, Jung v.Matt, Saint Elmo's, Serviceplan, Territory, Scholz & Volkmer

Awards

The Effekt-Etage receives regularly prestigious recognitions. A small selection of the achievements:

Red Dot Award	Communication Design BMW Individual 7 Series AR App	**German Design Award** — Interactive User Experience BMW i Samsung VR Experience
Annual Multimedia Award	Microsite Opel Exclusive Microsite	**Lovie Awards** — Mobile & Apps BMW Individual 7 Series AR App