



Berlin, 25.04.2019

Effekt-Etage at FMX 2019: Look development using CGI in product design decisions

From April 30th to May 4th the annual FMX Conference will take place in Stuttgart. Effekt-Etage is among the speakers and will share its experiences in the use of CGI in product design in room "Karlsruhe".

FMX 2019

The FMX Conference on Animation, Effects, Games and Immersive Media is an event by the Animationsinstitut of the Film Academy Baden-Württemberg; one of the world's leading film academies. Every spring the FMX takes place at the "Haus der Wirtschaft" in Stuttgart, where media makers present the latest creative developments in their productions as well as state-of-the-art tools and pipelines, fascinating real-time technologies and innovative business models.

Effekt-Etage will be holding a presentation in room "Karlsruhe" about look development using CGI in product design decisions. This will highlight the way in which Cinema 4D can be used in decision making throughout the product design process. Additionally, it will provide insights into otherwise secret processes backed up by the practical example of the BMW i Vision Dynamics launch movie.

About Effekt-Etage

Effekt-Etage specialises in visualisation as well as digital brand and product experiences. The company develops scalable solutions for the entire Computer Generated Imagery (CGI) process and holistic digital applications.

From data preparation in order to create a digital product twin to the creation and implementation of all media across all touchpoints of a modern user journey, Effekt-Etage covers a wide range of services. The portfolio includes: the conversion of design data, virtual film and photo shoots, product configurators.