

Brief outline

Effekt-Etage GmbH is a driver of innovation in the area of visualisation as well as digital brand and product experience. The company develops scalable solutions for the entire CGI (Computer Generated Imagery) 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, Effekt-Etage designs and produces brand-consistent, visual communication and product experiences.

The CGI technologies used include pre-rendered content and real-time 3D. These allow for the production of high-end quality 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 experiences

Foundation: 2003

Headquarter: Berlin

Locations: Berlin, Munich

Employees : 40 (as of 2018)

Organizational structure

Managing partner & founder Berlin

Björn Kowalski

Managing director Munich

Jörg Gutzke

Contact

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»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 models (digital product twins) to perfect well-known media such as images and film. It is an international driving force within 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.

Services

Consulting

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

Virtual film & photo shoots

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

Configurators

Based on pre-rendered, layer-based 3D visualisations or 3D real-time technologies. Targeting online, POS, events and trade fairs, and deployable as an app with VR / AR capabilities.

Data preparation

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

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.

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, where necessary, device-specific.

Customers

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

Industrial customers

Adidas, 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

Effekt-Etage regularly receives prestigious recognitions. A small selection of 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