

## **animago AWARD 2006: Most important competition for Digital Content Creation celebrates it's 10<sup>th</sup> anniversary**

**New opportunity for creative designers in computer graphics, film / video, and interactive media – new categories “Games” & “Mobile Entertainment” – presentation of prizes at fmx/06 in Stuttgart**

Munich, December 19, 2005 – The most important competition for Digital Content Creation (DCC) in the German-speaking area has started. With immediate effect, creative designers will be able to take part, free of charge, in animago AWARD 2006 by going to [www.animago.com](http://www.animago.com). Entries in the categories Computer Graphics, Video Effects and Compositing, Interactive Media, Games & Mobile Entertainment will be judged by a jury of experts. The jury will decide which are the best productions, and it will then award them the coveted animago trophy. The final date of entry for all categories in the competition is 28<sup>th</sup> February 2006.

The animago AWARD is being presented this year for the tenth time by the business magazine DIGITAL PRODCUTION. Among professional media creators, it has long been an important reference and platform in the field of DCC for making itself and its work known to an informed public. The international importance of animago AWARD can also be judged from the range of those taking part. Last year, for instance, 1,000 creative designers from fifty countries submitted about 1,300 entries.

### **First animago audience award**

The audience decides who will win the first animago audience award – sponsored by hp invent. The voting will start in April 2006 – everybody who has a mobile phone can vote by sending a text message.

### **animago-EVENT – Networking of the DCC-Community**

At animago AWARD 2006, DIGITAL PRODCUTION is extending its successful cooperation with fmx/06. During fmx/06, the best entries in the animago competition will be presented on Friday 5<sup>th</sup> May 2006 in the 'Haus der Wirtschaft' in Stuttgart. The animago trophies will also be awarded in a ceremony held there. fmx/06, taking place from May 3<sup>rd</sup> to May 6<sup>th</sup>, 2006. The 11<sup>th</sup> International Conference on Animation, Effects, Realtime and Content will be once again an important meeting point for everybody working in animation, effects, games and postproduction. At the event in Stuttgart, speakers exchange ideas, insights and inspirations with visitors who share their goals and aspirations. Production companies, animation studios, effect houses, game developers and postproduction facilities present this year's finest achievements. Users, researchers, scientists, hardware and software vendors, debate new technologies, advanced theory and practical applications. Creators, financiers and distributors get together, exchange ideas and pitch projects. FMX is the leading German event for digital creation. And it is still growing, attracting visitors from all over Europe as well as speakers from all over the world.



Please visit [www.animago.com](http://www.animago.com) to find out about the award, study the conditions for taking part, and register entries in the competition for the categories Still, Animation and Compositing, Interactive and Game & Mobile Entertainment.

Journalists will find photographs and further important items of information about animago AWARD 2006 under [www.animago.com/presse](http://www.animago.com/presse).

**Press contact:**

Carmen Hummel  
Reed Business Information GmbH  
Gabrielenstrasse 9  
D-80636 München  
T: +49 (0) 89 8 98 17 – 3 21  
F: +49 (0) 89 8 98 17 – 3 00  
E: [carmen.hummel@rbi.de](mailto:carmen.hummel@rbi.de)

**animago AWARD and DIGITAL PRODUCTION:**

Since 1997 the animago AWARD has been paying tribute to the best productions in the field of Digital Content Creation (DCC), documenting the performance of creative designers using state-of-the-art techniques. The award is presented annually by **DIGITAL PRODUCTION** ([www.digitalproduction.com](http://www.digitalproduction.com)), the leading magazine in German language covering all aspects of computer graphics, compositing, vfx, video, film, broadcast, dvd and streaming.

**DIGITAL PRODUCTION** is published by Reed Business Information GmbH (RBI, [www.rbi.de](http://www.rbi.de)), a subsidiary of Reed Elsevier plc, the world leading publisher of business magazines. Reed Business is the international business-to-business division of Reed Elsevier.

Its portfolio includes more than 800 titles, newsletters, directories, reference works and online services all of which are market leaders in over 48 market segments distributed over 5 continents. Its operations in Germany focus on three market segments: architecture, medicine and technology. Besides digital production, RBI currently publishes 9 other titles in Germany, among them well-known newspapers and magazines such as *ÄRZTLICHE PRAXIS*, *DETAIL* and *RECYCLING* magazin.