

animago 2003: the most important 3D and computer graphics competition is underway

Prestigious award introduces the two new categories game design and interactive – animago Award ceremony doubles as major meeting of the sector and job exchange

Munich, 17 February 2003 -- animago 2003, the most important competition for digital content creation in German-speaking countries, has started. Computer graphic designers, 3D artists, video effects and compositing experts can now start sending in their entries. Entry is free and open to anyone. A jury will decide which are the best productions and present the winners with their animago trophies.

The animago Award is being presented this year for the seventh time by the magazine digital production with the generous support of longtime premium sponsor discreet. Among professional computer graphic designers it has long been considered a major point of reference and platform on which to present oneself and one's work to experts in the sector. Over the years the competition has gained in significance on the international stage: last year over 2,600 entries were received from 40 different countries.

This year the award will be embracing more categories than ever before. In addition to the familiar animago categories covering the fields of stills, animation and compositing, creative designers can now also send in entries for the two new categories game design and interactive (including dvd design). "With both these categories we are reacting to two major trends in the sector", explains Dr. Michael Klein, editor-in-chief at digital production: "The games market is becoming more and more important for creative designers working in the 3D segment. Demand for interactive productions has also increased considerably."

At www.animago.com anyone interested in the award can find out more about it and register their entries. The closing date for entries is 21st March 2003.

The best entries are to be presented and the winners awarded with their trophies at the animago Award ceremony. The celebrations have been organised in conjunction with fmx/03 (www.fmx.de), the congress for digital media production, and will be taking place on 2nd May in "Haus der Wirtschaft" in Stuttgart. Since 1994 fmx has been the leading trade event in Germany for digital animation and visual effects. This year it will be taking place from 2nd – 4th May 2003.

Journalists can find visual material and more detailed information about animago at www.animago.com/presse.

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Award

animago Award and digital production:

Since 1997 the animago Award has been paying tribute to the best productions in the field of 2D and 3D computer graphics, documenting the performance of creative designers using state-of-the-art techniques. The award is presented annually by digital production (www.digitalproduction.com), the leading magazine in German language covering all aspects of computer graphics, compositing, vfx, video, film, broadcast, dvd and streaming.

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