

## **animago 2004: Most important competition for Digital Content Creation has begun**

**New opportunity for creative designers in computer graphics, film / video,  
and interactive media – presentation of prizes and technical exhibition at  
fmx/04 in Stuttgart**

Munich, December 3, 2003 – 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 apply to take part, free of charge, in animago 2004 by going to [www.animago.com](http://www.animago.com). Entries in the categories Computer Graphics, Video Effects and Compositing, Interactive Media, and Game Design 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 15 March 2004.

The animago award is being presented this year for the eighth time by the trade magazine *digital production* – once again with the kind support of Discreet and ATI, who have been the principal sponsors for many years now. 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 can also be judged from the range of those taking part. Last year, for instance, creative designers from fifty countries submitted about 1,100 entries.

At animago 2004, *digital production* is extending its successful cooperation with the Congress for Digital Media Production, fmx ([www.fmx.de](http://www.fmx.de)). Since 1994, the fmx has been the leading conference in the branch of industry concerned with visual effects, animation, and digital content. During fmx/04, the best entries in the animago competition will be presented on Friday 7 May 2004 in the 'Haus der Wirtschaft' in Stuttgart. The animago trophies will also be awarded in a ceremony held there. The accompanying trade exhibition – which will cover the complete range of subjects in the DCC sector, including the fields of broadcast, film, and video – will be open to visitors from 7 to 8 May 2004. The entire fmx/04 program is planned to run from Thursday to Sunday (6 to 9 May 2004).

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, Game Design, and Interactive (including DVD design).

Journalists will find photographs and further important items of information about animago 2004 under [www.animago.com/presse](http://www.animago.com/presse).



**Press contact:**

Carmen Hummel  
Reed Business Information GmbH  
Gabrielenstrasse 9  
D-80636 München  
Tel: +49 (0) 89 8 98 17 – 3 21  
Fax: +49 (0) 89 8 98 17 – 3 00  
E-mail: 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 8 other titles in Germany, among them well-known newspapers and magazines such as ÄRZTLICHE PRAXIS and DETAIL.