animago AWARD 2005:
The Most Important Digital Content Creation Competition in German-Speaking Europe Extends its Deadline for Entries

Deadline Extended till 15 March 2005 – Prize-Giving and DCC/EXPO Exhibition at the fmx/05 in Stuttgart

Munich, March 7, 2005 - The most important Digital Content Creation (DCC) competition in German-speaking Europe is extending its deadline for entries. The organiser of the famous award – trade magazine DIGITAL PRODUCTION – is thus reacting to the enquiries of many animago participants from within Germany and abroad. In order to offer them the opportunity to enter their artwork in the current competition, DIGITAL PRODUCTION is extending the deadline for entries by two weeks.

Creative digital production fans will now have the opportunity to send their entries in by 15 March 2005. A jury of experts will assess the entries in the categories Still, Animation, Compositing, Interactive (including DVD design) and Games; it will also judge the state-of-the-art productions and will honour them with the coveted animago trophies. Participation in animago AWARD 2005 is free.

This year the animago AWARD will be awarded for the ninth time by the trade magazine DIGITAL PRODUCTION with the kind support of the main sponsors PNY (www.pny-europe.com/de/) and Hewlett-Packard (www.hp.com/de/tc). The competition has long been considered by the creative minds in the DCC section of the media industry to be an important reference point and platform for introducing themselves and their work to others in the industry. Since last year the animago AWARD has become more important internationally. Both the number of competitors and entries has seen a considerable increase, with over 1,100 creative minds introducing themselves and submitting some 1,300 entries in the competition.

Entries can be submitted in the categories Home, Education or Professional. The extensive range of entries ranges from short films through advertising and TV spots, music videos and DVD productions to entries from the fields of architecture, industrial design, art and llustration.

Those interested can find out about the awards and the entry conditions on the internet at www.animago.com and submit their entries in the respective categories.

The animago Event 2005 at the fmx/05 - Networking in DCC Industry

DIGITAL PRODUCTION will be cooperating with fmx/05, the 10th International Conference for Animation, Special Effects, Real Time and Content (www.fmx.de) at animago AWARD 2005. The official prize-giving for the animago AWARDs will take place during fmx/05 on Friday, 29 April 2005 in Stuttgart's Haus der Wirtschaft.

For four days the most important event in the field of digital content creation in German-speaking Europe will be offering visitors the chance to familiarise themselves with new developments, projects and tools. The fmx/05 exhibition is the traditional meeting place for the movers and shakers and the decision-makers as well as for freelancers, students and those just getting started in the industry, for those animation fans, VFX producers, game developers and digital artists, for producers, editors, script writers, those providing financial support for films and investors.

DCC/EXPO 2005 – Trade Exhibition

The accompanying trade exhibition, which covers the entire DCC industry, including Broadcast, Film and Video, is open for visitors from 28 to 30 April 2005 in Stuttgart's Haus der Wirtschaft. The entire fmx/05 programme is expected to run from Wednesday 27 April to Saturday 30 April 2005.

Journalists will find illustrations and further information on animago AWARD 2005 on the internet at www.animago.com/presse.

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About the animago AWARDS and DIGITAL PRODUCTION:
Since 1987 the animago AWARDs have been awarding prizes for the best film productions in the categories of 2D and 3D computer graphics and has documented what creative minds can achieve in each area of digital technology. The competition is held every year by DIGITAL PRODUCTION (www.digitalproduction.com), the leading trade magazine on the subject of computer graphics, compositing, VFX, video, film, broadcast, DVD and web in German-speaking Europe.

DIGITAL PRODUCTION is published by Reed Business Information GmbH (RBI, www.rbi.de), a subsidiary of the world's leading specialist publishing company Reed Elsevier plc. Reed Business is the international Business-to-Business division of Reed Elsevier.

Its portfolio comprises more than 800 leading titles, newsletters, indexes, reference works and on-line services in over 48 market segments and distributes on 5 continents. Its activities in Germany are concentrated on the market segments architecture, medicine and technology. Besides DIGITAL PRODUCTION, RBI currently publishes 9 titles, including well-known newspapers and periodicals such as ÄRZTLICHE PRAXIS, DETAIL and RECYCLING magazin.