

# The Backbone for Automotive Visualization

Key Products, Features, and Pricing



# **MAGROUND**

The world's leading image library for high- end **automotive marketing visuals**.

Established in 2006, with offices in Hamburg, Miami, Buenos Aires, Tokyo, Seoul and Beijing

www.maground.com















# Serving a Diverse Clientele











































































# Why MAGROUND?



#### Speed & Quality

# Need a backdrop of the Swiss Alps or the streets of Tokyo?

Planning and executing a photoshoot can take weeks or even months.

With MAGROUND, it's as simple as a search and download.

This speed is crucial when you have tight deadlines or fast product cycles.



#### **Cost Effectiveness**

With our extensive library, you can find the perfect backdrop without the hefty price tag of a photoshoot or a full-CG realization.

On-location shoots are expensive. Costs include crew salaries, equipment rentals, travel expenses, permits, and more.

Plus, with our subscription plan, you can access the library at a fraction of the cost.



# **Environmental Sustainablility**

By offering ready-to-use high-quality images and HDRi from around the world, we eliminate the need for on-location shoots.

This not only reduces costs but also minimizing carbon emissions.

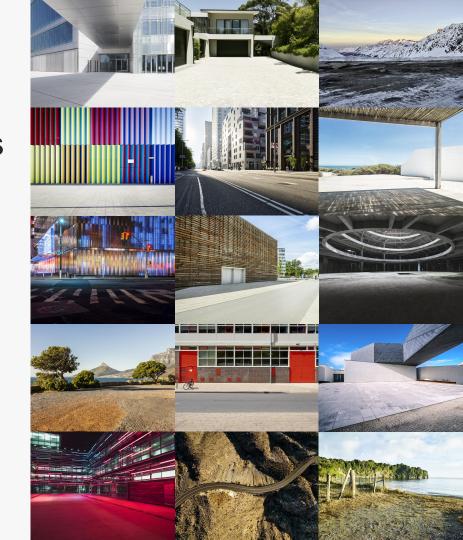
Producing visuals on-location requires a lot of logistics - equipment, crew, and sometimes even the vehicle. This results in a significant carbon footprint.



# **High-Quality Backplates**

### Crafting Realism with backplates

Every backdrop tells a story.
With over **1 Million carefully selected images from around the world**, we ensure that every car is showcased in a setting that complements its design and brand message.





# **High-Quality Backplates**

#### **Multiple Angles for Flexibility**

Automotive visualization requires precision.
That's why **we offer various camera angles for each location**. Whether you want a profile view or a 3/4 front perspective, we have the perfect shot ready for you.





# 360° HDR Domes

#### **Realistic Lighting and Reflections**

Lighting can make or break a visualization. Our 32-bit 360° HDR Domes **match with our backplates**, ensuring that the lighting and reflection on you 3D vehicle is coherent and realistic, regardless of the backdrop you choose.





# **360° HDR Domes**

#### **Immersive 360° Experiences**

Beyond the function of lighting 3D objects virtually, our HDR Domes are perfect for creating immersive 360° experiences. Whether it's for **VR showrooms**, interactive **car configurators**, or as background in big **LED bowl studios**.





# Standing Out in the Market



#### **Extensive Archive**

Over 1 million tailored backplates



#### **Premium Quality**

Consistent excellence with 400+ professional photographers



#### **HDR Domes**

Seamless CGI integration with perfect lighting



#### **Specialized Focus**

Dedicated to automotive visualization



#### **Cost & Time Efficiency**

Faster turnarounds, reduced production costs.



1,013,574

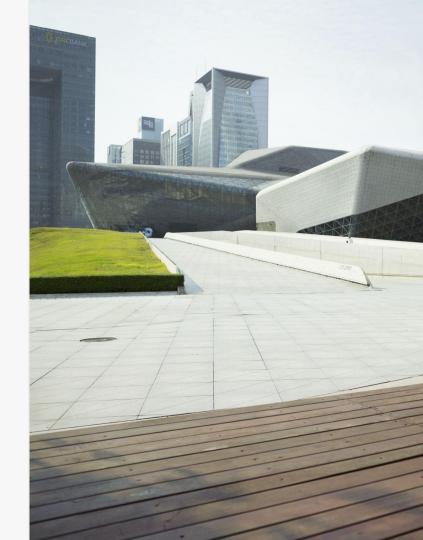
Backplates

129,159

**Worldwide Locations** 

32,929

**HDR-Domes** 



# Thanks!

Do you have any questions?

blog.maground.com www.maground.com



