

**MAXON Congratulates Cinema 4D Artists Robyn Haddow and E.J. Hassenfratz on Receiving StudioDaily 50 Awards at the 2017 NAB Show**

**Leading News Site for Digital Content Industry Honors Creative and Technology Innovators; Haddow and Hassenfratz Showcasing 3D Techniques at MAXON NAB Show Exhibit Booth (#SL 6324)**

NAB 2017 – Las Vegas – April 25, 2017 – [MAXON](https://www.maxon.net/en-us/), the leading developer of professional 3D modeling, animation, painting and rendering solutions, congratulates motion graphics artists [Robyn Haddow](http://www.robynhaddow.com/) and [E.J. Hassenfratz](http://www.eyedesyn.com/) for being named [StudioDaily 50](mailto:http://www.studiodaily.com/studio-50/) honorees at the 2017 NAB Show. Sponsored by [StudioDaily](http://www.studiodaily.com/), “the leading source of news, opinions and best practices for the digital content creation market,” the award recognizes a cross section of influential creatives and technologists whose leadership exemplifies innovative and creative thinking. The Studio Daily 50 honorees were announced at an award ceremony earlier today.

Haddow and Hassenfratz are both acknowledged “power users” of MAXON [Cinema 4D](https://www.maxon.net/en/products/cinema-4d/overview/), the company’s highly acclaimed 3D software suite, creating motion graphics and visual effects work for major motion pictures, leading television programs as well as design and motion graphics projects on behalf of leading brands as well as media training and education.

During NAB Show, Haddow and Hassenfratz will appear at the MAXON exhibitor booth (#SL 6324) to share insights into and techniques used on projects created with Cinema 4D. Presentations will be streamed live and archived after the show. Schedules and details are available at [www.C4DLive.com](http://www.C4DLive.com).

“StudioDaily 50 pays tribute to creatives, technologists, executives and others who push the boundaries of innovation,” says Bryant Frazer, editor of StudioDaily. “We’re delighted to honor Robyn Haddow and E.J. Hassenfratz, two artists whose imagination and contributions drive our industry forward across the media industry.”

Since 2007 Haddow, a Vancouver, BC-based motion graphic artist and designer, has been creating designs for many of today’s most popular feature films and television series. For *The Flash*, she helped develop the look of various sets for the TV pilot which led her to work with the team at Scarab Digital for several years once the show was green lit as well as motion graphics work on *Arrow, Legends of Tomorrow*, and others. As a freelancer, Haddow’s work can be seen on several upcoming films in the Marvel Universe including *Guardians of the Galaxy Vol.2, Spider-Man: Homecoming*and*Transformers: The Last Knight*.

Haddow’s career also includes work creating in-game cinematics and marketing trailers for AAA games including *Madden, FIFA, Batman*and*Deus Ex*. She has also been involved in early stage ideation and exploration with the Microsoft Technology for Emerging Device team in prototyping UI and developing motion tests for the HoloLens experience.

E.J. Hassenfratz is a three-time Emmy award-winning designer and sought-after presenter speaking frequently at high-profile 3D and 2D user events and conferences around the world including NAB and Siggraph. His most recent projects include: [Microsoft Invisible Revolution](https://www.behance.net/gallery/36307619/Microsofts-Invisibile-Revolution), [VR Camping Scene](https://www.youtube.com/watch?v=xX_QWhD-cyg), and [Transamerica’s Vine Campaign](http://vine.co/transamerica).

Hassenfratz specializes in teaching motion design mainly using Cinema 4D and runs the popular 3D training blog [eyedesyn.com](http://www.eyedesyn.com/) that features his over 120 tutorials on the subject. He is also an instructor for [LinkedIn Learning](https://www.linkedin.com/premium/singleProduct?family=learning&trk=sem_src.go.pa_c.lil-sem-prs-brand-namer-eng-txt-lilbrand_pkw.linkedin+learning_pmt.e_pcrid.179772859117_pdv.c_plc._trg._net.g_learning&destRedirectURL=https%3A%2F%2Fwww.linkedin.com%2Flearning%2F&topic=general&gclid=Cj0KEQjw8tbHBRC6rLS024qYjtEBEiQA7wIDef2PZpmq6eUUwbMOOi90WJFhwa5VsJbQqGP5x69HkmcaAte_8P8HAQ), [Lynda.com](http://lynda.com/), and [Cineversity](https://www.cineversity.com/). He currently runs the Colorado C4D meet up in his hometown of Denver.

“I am so thrilled for Robyn and E.J. They are both Cinema 4D artists at the top of their game and deserve the recognition for their pursuit of artistic excellence,” says Paul Babb, president/CEO MAXON US. “We appreciate the time each devotes to our product and willingness to educate and inspire the MAXON user community at-large.”

A profile on Haddow and Hassenfratz and a list of the other StudioDaily 50 award winners is available [here](http://www.studiodaily.com/2017/04/second-annual-studiodaily-50-honors-creativity-and-innovation-in-media-and-entertainment/).

**About MAXON:**  
Headquartered in Friedrichsdorf, Germany, MAXON Computer is a developer of professional 3D modeling, painting, animation and rendering solutions. Its award-winning Cinema 4D and BodyPaint 3D software products have been used extensively to help create everything from stunning visual effects in top feature films, TV shows and commercials, cutting-edge game cinematics for AAA games, as well for medical illustration, architectural and industrial design applications. MAXON has offices in Germany, USA, United Kingdom, Canada, France, Japan and Singapore. MAXON products are available directly from the web site and its worldwide distribution channel. MAXON is part of the Nemetschek Group.

**MAXON Resources:**  
Website: [www.maxon.net](http://www.maxon.net)  
MAXON at 2017 NAB Show: <http://www.businesswire.com/portal/site/home/events/?eventName=2017-nab-show&pressKitName=MAXON>  
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