

PRESS RELEASE 5/2010

3D Visualization Experts Come Together at Industry Summit in Munich

RTT Excite explores the potential of 3D for Design, Development, Marketing and Sales

Munich, Germany, 23 April 2010 – RTT Excite, the leading industry event for professional 3D visualization, will take place on 6 and 7 May 2010 at the Praterinsel in Munich. The event, hosted by Realtime Technology (RTT) AG, will bring together a wide range of experts from the fields of design, development, marketing and sales. These fields serve as the foundation for four theme lounges through which RTT, along with its clients and partners, will present workshops and demonstrations on 3D visualizations used in a variety of business scenarios, including a look into the industry's future.

Approximately 500 RTT Excite attendees will experience the latest software applications and high-end hardware at more than 40 technical demonstration stations. More than 30 guest speakers from industry giants such as Audi, Adidas, Eurocopter and Porsche will enrich the program with business cases and demonstrations. These demonstrations complement the cross-disciplinary presentations by companies such as Amazon, Pixar Animation Studios and Siemens. The event will also feature a wide range of workshops on various subjects, providing attendees with a unique platform to network with industry leaders.

Winners of RTT's student competitions – "[RTT Emerging Technology Contest](#)" and "[RTT Funky Visualization Contest 2010](#)" – will officially receive their awards at RTT Excite. The winning projects will be displayed throughout the event.

"3D has become a hot global trend, and films such as 'Avatar' have made the general public even more aware of such technology," said Ludwig A. Fuchs, CEO and co-founder of RTT. "What is often unknown is that 3D visualizations have been used in corporate scenarios for some time and continue to hold great potential in this arena. Photorealistic, virtual images provide opportunities not just in terms of marketing and sales, but also accelerate design and development decision-making processes, which can lead to significant cost savings. Along with our clients and partners, we want to highlight such opportunities at RTT Excite by presenting practical examples, as well as providing a look at what the upcoming decade could have in store for the 3D visualization industry."

Further information about RTT Excite, including details of individual items in the program, is available at www.rttexcite.com.

RTT AG

Realtime Technology (RTT) AG stands for creative and fascinating 3D visualization solutions, which bring products to life in realtime and portray them in a natural and realistic environment. The company provides its clients with assistance during each stage of the life cycle of their products –from the initial development stage through to product design and subsequent marketing and sales. The 3D data model from the product development stage serves as the basis for all the following steps in the product lifecycle. It can be used, for example, to rapidly create computer generated, photorealistic product illustrations for the marketing department or to develop a 3D online product configurator on a website. In this way, RTT doesn't just speed up decision making and development processes for its clients, but it also opens up new opportunities with regard to sales and marketing. The company was founded in 1999 and its head office is in Munich, Germany. RTT AG has approximately 400 employees and is represented in 14 locations worldwide. Many leading businesses from a variety of industry sectors have put their trust in RTT and its portfolio of clients includes names such as Adidas, Audi, BASF, BMW, Bosch, Daimler, EADS, Harley-Davidson, Miele, Porsche, Samsung, Thyssen-Krupp, Toyota and Volkswagen. RTT AG is listed on the stock exchange (Xetra: R1T; WKN: 701220; ISIN: DE0007012205). Further information is available at www.rtt.ag.

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