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Electrolux uses 3D visualization technology from RTT AG in its kitchen planner

Your own kitchen in 3D

Munich (Germany), 17 April 2010 – Realtime Technology (RTT) AG and Electrolux are now enabling premium kitchens to be seen from a whole new perspective. Electrolux, one of the leading manufacturers of household equipment for private and commercial customers, is drawing on RTT's expertise in realtime 3D high-end visualization. The collaboration between the companies focuses on presenting Electrolux products as photorealistic 3D models in addition to the kitchen configurator, which was specifically designed for Electrolux. The kitchen configurator aids kitchen planners in advising customers on the design of their future kitchen using individualized and interactive technology.

When designing a premium kitchen, customers have high expectations of the advice they receive and the presentation of the product range. Current kitchen planning visualization is primarily focused on 2-dimensional depictions; however, these kitchen planning tools fail to adequately represent the quality finish and materials of the Electrolux product line and restricts the customer's imagination in spatial terms. The same also applies to the lack of photorealistic portrayals of the high quality surfaces and materials used by Electrolux's partners, which include premium Italian suppliers Minotti and Valcucine.

As part of the collaboration process, RTT is compiling high-end, virtual 3D models for the company's entire product line including the Electrolux, AEG-Electrolux, Eureka and Frigidaire brands. Complex CAD data for each product is transferred into the RTT DeltaGen software, where RTT experts then create photorealistic virtual models of the individual kitchen products and components. These models and other kitchen components, such as cupboards and countertops, can be individually compiled by the customer using the configurator developed by RTT. The Electrolux kitchen configurator was presented to the public at the international 'Salone Internazionale del Mobile' furniture trade fair in Milan, in collaboration with Minotti and Valcucine.

The kitchen planner makes it possible to interactively design a kitchen, allowing the customer to immediately visualize the results of their configurations. When it comes to sales and marketing, both Electrolux and kitchen designers are provided with compelling new ways of facilitating customer choice based on photorealistic impressions, thereby persuading customers to make a purchase more easily.

"We are looking forward to the collaboration with RTT. Thanks to their realtime visualization software, Electrolux and our partners can appeal to and advise end customers better and on a more individual basis," says an Electrolux representative.



“The quality of the visual representation of the individually-designed space is of particular importance when purchasing a premium kitchen,” says Christoph Karrasch, co-founder and board member at RTT AG. “Our visualization solutions provide the optimal means of making individual features and materials realistic and perceptible, thereby providing the customer with a hands-on and convincing foundation on which to base their purchasing decision.”

RTT AG

Realtime Technology (RTT) AG stands for creative, fascinating 3D visualization solutions which provide an informative context for the products and make them accessible in realtime. The company supports its customers throughout the entire lifespan of the products – from the development to the design, marketing and sales. The 3D data model forms a working basis for all of the subsequent steps in the product life cycle such as fast, computer-generated, realistic and photo-like product illustrations for marketing purposes or an online 3D product configurator for the website. In this way, RTT speeds up the decision-making and development process of its customers as well as opening up new channels in the marketing and sales process. The company was founded in 1999 and is based in Munich, Germany. RTT AG is represented at 14 different sites worldwide with some 400 employees in total. Renowned companies across the world trust in the quality of RTT. These include Adidas, Audi, BASF, BMW, Bosch, Daimler, EADS, Harley-Davidson, Miele, Porsche, Samsung, Thyssen-Krupp, Toyota and Volkswagen. RTT AG is a listed public limited stock corporation (Xetra: R1T; WKN: 701220; ISIN: DE0007012205). For more information, please visit www.rtt.ag.

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