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3D visualization experts from 20 countries meet in Europe at the sector's biggest event

Success in 3D – RTT Excite attracts 600 visitors to Munich's Praterinsel



Munich, 19 May 2010 – A new concept and many new faces. This year's RTT Excite turned out to be a real success for Munich's Realtime Technology (RTT) AG. Approximately 600 visualization experts from more than 20 countries converged on May 6-7 on Munich's Praterinsel (an island in the River Isar) to explore the future of 3D visualization. Four themed lounges – design, development, marketing and sales – were rich with lectures, workshops and demos to showcase the range of 3D technology and its applications within those segments. Well-known brands including Porsche, Audi, Adidas and EADS presented comprehensive overviews of the technology and its enormous development potential, while guest speakers from creative companies such as Pixar Animation Studios and Amazon rounded out the expansive program.

“With more than 600 visitors – a 30 percent increase over last year – and a variety of well-received presentations themed in design, development, marketing and sales, RTT Excite was by all means a great success,” said RTT founder and chairman Ludwig A. Fuchs. “The new RTT Excite format offers a more dynamic and interactive discussion platform for both exhibitors and visitors, and significantly contributed to the positive atmosphere. The high level of visitor interest clearly demonstrates that the growth potential of this market is far from exhausted.”

With more than 40 demo stations throughout the four themed lounges, Excite visitors were able to familiarize themselves with all aspects of 3D visualization in realtime. The traditional conference concept was replaced by Excite's interactive format, which helped to increase the level of communication between exhibitors, presenters and guests. Sample applications displayed at RTT Excite demonstrated the central role 3D visualization is able to play in the most diverse industrial settings.

"RTT Excite is an inspiring platform that explores new ways to use virtual reality," said Friedrich Pitschl from Eurocopter. "I am always amazed at the wide range of applications for this technology, and how virtual reality is gradually finding its way into the various areas of engineering."

An early 3D visualization adopter, the automotive industry is now using the technology to optimize the full spectrum of its product development cycle and in doing so, increasing its competitiveness.

"We see RTT as a reliable and innovative partner," said one high-ranking automotive executive. "In the many years we have been working together, we have developed a strong relationship based on trust – an important foundation on which to develop innovative products. RTT's solutions allow us to make the entire value-added chain more efficient and to link the associated sales and marketing functions into the product life cycle much earlier. The integrated system RTT is offering is something quite unique to the market."

RTT AG

Realtime Technology (RTT) AG stands for creative and fascinating 3D visualization solutions which provide an informative context for the products and make them accessible in real time. The company supports its clients throughout the entire lifespan of the products – from their development to design, marketing and sales. The 3D data model forms a working basis for all of the following steps in the product life cycle such as the rapid computer generation of photo-realistic product illustrations for marketing purposes or the creation of 3D online product configurations for website use. In this way, RTT speeds up the decision-making and development processes of its clients as well as opening up new opportunities with regard to sales and marketing. The company was founded in 1999 and is based in Munich. RTT AG employs some 400 staff and is represented at 14 locations worldwide. Renowned companies across the world have put their trust in the quality of RTT and its portfolio of clients includes names such as Adidas, BASF, BMW, Bosch, Daimler, EADS, Harley Davidson, Miele, Porsche, Samsung, Thyssen Krupp, Toyota and Volkswagen. RTT AG is a public limited company quoted on the stock exchange (Xetra: R1T; WKN: 701220; ISIN: DE0007012205). Further information is available at www.rtt.ag

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