

PRESS RELEASE 9/2010



RTT designs Virtual Product Movie for Husqvarna Motorcycles

All-new Cross and Enduro models showcased in photorealistic video

Munich, 08 July 2010 – RTT agrees new business contract with Husqvarna Motorcycles to design a virtual movie for the promotion of the company's latest products, the Cross and Enduro.

Husqvarna approached RTT because it wanted to showcase the high-end features of the Cross and Enduro in a clear and technical way, but in a visual format that would appeal to non-technical enthusiasts on an emotional level. In addition to marketing applications, sections of the video will also serve as technical training for dealers and importers.

The video will launch on the Husqvarna website in September, with a sneak peak available by mid-July. Viewers can expect to see the technical advances of each bike brought to life through photorealistic 3D visualizations including a unique fuel tank layout, traction system, chassis and engine.

“With RTT’s leading position in the 3D visualization business, choosing the right supplier was easy for us. With its leading solutions, RTT allows Husqvarna to show a very accurate and realistic presentation of our motorcycles even in the early phases of the design process. When the physical models are not defined yet, RTT’s virtual models can make the difference,” said Sara Radin, director of marketing and communications at Husqvarna. “RTT’s solutions allow us to explain new features on our bikes in both an emotional and technical way through innovative communication tools.”

Commenting on the new business win, Christoph Karrasch, Global Head of Sales and Co-founder of RTT says, “With Husqvarna Motorcycles we have secured another significant deal to strengthen our position within this sector. More and more companies see the potential of using high-end 3D visualization technologies to shorten the go-to-market and to engage potential customers with highly emotional and innovative communication tools.”

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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