

PRESS RELEASE 10/2010

RTT AG is awarded Microsoft Gold Partner status

Honored for successful collaboration in 3D visualization technology

Munich, 14. July 2010 – Microsoft has awarded Realtime Technology (RTT) AG with Gold Partner status, highlighting RTT's outstanding achievements within the Microsoft partner network while further strengthening their collaboration. Since the end of 2008, RTT and Microsoft have worked together to combine RTT's 3D visualization technology and Microsoft's surface technology to develop and market point-of-sale solutions operated on an intuitive basis. Together the companies have demonstrated the future potential of these technologies at international events using examples of completed solutions.

These solutions, including 3D product configurators, were presented to a large audience of experts this year at RTT Excite in Munich and the Style Star Lounge in Cannes. The positive reactions demonstrated that RTT and Microsoft have been quick to recognize interactive solutions as a trend for the point of sale (POS), opening up new possibilities for communication with consumers while supporting product customization. The solutions are based on RTT's realtime visualization applications including RTT PowerHouse cloud technology, Microsoft's surface technology and Microsoft Windows 7. Surface technology is currently used in joint configurator solutions, while Windows 7 provides the option of multi-touch applications on a wide variety of terminals.

These technologies facilitate a wide range of novel interaction possibilities including big multi-touch displays on showroom floors, enabling the customer to configure and customize their dream car in realtime. The end result can then be viewed and further configured at the dealership using 360-degree camera tracking in full HD resolution.

Microsoft applications are also transforming how companies communicate internally throughout the design and development process. Teams are increasingly using the surface table as a joint interface to discuss and adapt projects interactively and in realtime using RTT PowerHouse cloud technology, which is already used for the central calculation and provision of realtime configurations on the internet.

RTT and Microsoft are also collaborating on a sustainable cloud strategy that will allow computation-intensive rendering tasks for 3D visualizations to run on powerful server farms, making them available to various clients via internet including web configurators, mobile applications and the printing of customized brochures.

"Multi-touch applications have truly revolutionized how we use IT systems and data," said Christoph Karrasch, co-founder and director of RTT AG. "We increasingly expect simple touch applications to be replaced by multi-touch solutions. The advantages of multi-touch enable products to be 'grasped' in the true sense of the word, opening up fascinating opportunities for interactive applications at the POS or in companies. This particularly applies when used with RTT's 3D photo realistic visualizations.

In Microsoft, we have a strong partner with whom we can successfully create innovative products for future markets. RTT's success in gaining Microsoft Gold Partner status will

enable us to further intensify this partnership so we may realize the potential of this technology and provide our customers with efficient solutions."

"We work very closely together with our certified IT partners, supporting them in training, sales, education and in the recruitment of specialists. Together we develop new products and special solutions for particular industries, appeal to new markets and create new jobs. We are even tackling the new challenges of cloud computing together. Right now, we are on the verge of exciting times in the IT industry. Cloud computing will revolutionise the software market and open up many new possibilities for manufacturers, IT partners and customers," explains Martin Berchtenbreiter, Senior Director for Small and Medium-Sized Business & Partners and a Member of the Board of Microsoft Deutschland GmbH.

About RTT AG

Realtime Technology (RTT) AG provides creative, fascinating 3D visualization solutions which highlight products informatively and enable them to be experienced in realtime. The company assists customers throughout the whole life cycle of their products - from development, design and marketing to sales and distribution. The 3D data model from product development provides a working basis for all subsequent steps in the product life cycle, for example in order to create rapid computer-generated, photo realistic product illustrations for marketing or a 3D online product configurator for the website. In so doing, RTT not only speeds up its customers' decision-making and development processes but also opens up new avenues for them in sales and marketing. The company was founded in 1999 and has its head office in Munich. RTT AG has around 400 employees and 14 sites across the world. Well-known companies all over the world rely on the quality provided by RTT. Examples are Adidas, Audi, BASF, BMW, Bosch, Daimler, EADS, Harley-Davidson, Miele, Porsche, Samsung, Thyssen-Krupp, Toyota and Volkswagen. RTT AG is a listed public limited company (Xetra: R1T; WKN: 701220; ISIN: DE0007012205). Further information is available at www.rtt.ag

About Microsoft

Microsoft is the world's leading manufacturer of standard software, services and solutions which help people and companies in all sectors and of all sizes to develop their full potential. Security and reliability, innovation and integration as well as openness and interoperability are the focus of Microsoft's product development. In addition to software for local installation, Microsoft offers a wide range of solutions and services which users can access via the internet. This is part of the Software + Services Strategy, where internet services and local applications are considered to be one unit. The conviction behind this is that it is only by dovetailing software and web-based services that new and creative solutions can be created for companies and private users. Microsoft Germany is the third largest foreign subsidiary of the Microsoft Corporation. In addition to its head office in Unterschleißheim near Munich, Microsoft Deutschland GmbH has six offices across Germany.

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