

PRESS RELEASE 08/2009

A look at the future of virtual reality (VR) at the 10th RTT Conference in Munich.

Fascinating visions – breathtaking possibilities

Munich, 18. May 2009 – an exciting look at the future of VR was provided by Realtime Technology (RTT) AG to an audience of international specialists that gathered at the 10th RTT conference on 7th and 8th May. The annual summit for the visualisation industry - which went under the slogan 'Sharing Visions' - was held by RTT at the Alte Kongresshalle venue in the company's home city of Munich. Top-quality lectures, presentations and panel discussions provided a look at the fascinating possibilities afforded by high-end visualisation.

The sports cars of tomorrow raced along digital racetracks in the driving simulator, oversized touch-screen displays demonstrated configuration solutions and clever camera systems merged virtual product models with real environments. Hi-tech solutions from technology partners and RTT's market-leading software suite provided brilliant displays in the numerous themed lounges surrounding the conference room in the Alte Kongresshalle. These allowed design and marketing professionals from all over the world to learn about the practical applications of high-end visualisation.

The focus was primarily on innovations reflecting the latest technical possibilities and also highlighting new trends. Visionary groundbreakers in the field of virtual marketing, such as Toyota Motor Europe, Ferrari and aviation newcomer ICON Aircraft, presented their latest developments in the spirit of the 'Sharing Visions' slogan. Informative lectures explained the challenges which arise from implementing altered working processes using VR in all stages of the product cycle. This all formed the backdrop to the RTT Emerging Technology Contest 2009 award ceremony. The international research competition, run by RTT and its partner NVIDIA, gave the winners the chance to present their innovative projects. Special topics got to the heart of technical and creative innovations: in panel discussions with top speakers, the use of CGI (computer-generated imaging) in virtual prototyping and marketing was discussed, together with its relation to present and future social developments.

A particular highlight was the appearance of futurists Syd Mead (Blade Runner; Mission: Impossible III) and Chris Bangle (former Head of Design at BMW). These two design icons thrilled the audience with entertaining and impressive presentations of their work and showed how synergies can be achieved by combining traditional technologies with CGI in the design process in order to develop new solutions.

RTT founders and managing directors Ludwig A. Fuchs and Christoph Karrasch were extremely pleased with the high level of interest and the positive feedback. "Our slogan reflected a central issue for our audience", comments Ludwig A. Fuchs. "In accelerated global markets, visions are essential for exploiting market potential." Christoph Karrasch adds: "We were able to demonstrate in a striking way that high-end visualisation opens up fantastic new communication channels in the whole cycle from design to marketing and sales. The RTT conference showed the exciting changes that our solutions will make possible over the years to come."

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About RTT AG

Realtime Technology AG is a global leader in the provision of 3D real-time visualisation technology and services for industrial applications in the automobile, aeronautical and consumer goods industries, as well as in the field of interior design and architecture. The company supports its customers in their design and development by enabling the virtual representation of various product designs (virtual prototyping) as well as in their sales and marketing by facilitating product presentations that include every model, and additional options too, in showrooms, on the Internet, at trade fairs and at points of sale (virtual marketing).

RTT AG is a public limited company, with its shares being traded on the Frankfurt Open-Market, Xetra, Freiverkehr (OTC) Stuttgart and Freiverkehr (OTC) Berlin-Bremen exchanges: R1T, ISIN: DE0007012205. Further information can be found on the Internet at www.rtt.ag.

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