



## Press Release 17/2007

**RTT's class-leading shading technology is about to provide broadcasters with optimum visual quality as never seen before:**

### **Vizrt and RTT Launch Ground-breaking Shader Plugin Package**

**Munich, December 12, 2007 – Vizrt, a leading provider of realtime, integrated broadcast software based in Norway, and the Munich-based VR expert Realtime Technology AG have completed their collaboration on "RTT Advanced Materials", an exclusive shader plugin package for Vizrt's Viz|Artist 3.1 design software. Vizrt users can now benefit from the "RTT Advanced Materials" add-on to visualize 3D objects and surfaces in unprecedented, cutting-edge visual quality.**

With this new plug-in on Viz|Artist 3.1, virtual studios are now equipped with realistic materials and computer generated objects and animations that can be performed easily. Artists have an extensive selection of shaders from which they can create a wide range of high quality materials based upon state-of-the-art shading technology.

"With many of our broadcast customers moving from SD to HD, we see an increasing demand for higher quality graphics and visually advanced virtual studios," said Christian Huber, Executive VP Operations at Vizrt. "Vizrt has been the market leader in high quality graphics. And the increased resolution of HDTV called for a solution that would add more depth and realism to our real time graphics. With the new RTT shader package, we can offer a level of realism beyond anything viewers have seen before."

The 12 shaders based on RTT technology embrace metallic, carbon, glass, bump and many more effects to visualize 3D objects and surfaces in photorealistic quality. All shaders react to light sources, basic textures, settings and materials specific to Viz|Artist 3.1, such as colour, shininess and opacity. Vizrt users can also draw on a wide range of presettings in roughly 60 sample scenes that intuitively illustrate how to use "RTT Advanced Materials".

"With RTT's shader know-how now fully integrated into Vizrt's software solution for broadcasters, we are proud to provide ultimate visual quality to both media and graphic artists. We look forward to many future projects with Vizrt", concludes Ludwig A. Fuchs, co-founder of RTT AG.

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**Visit the 9<sup>th</sup> RTT Conference – the annual summit of visualization and design professionals on April 10– 11, 2008 in Vienna. Media representatives who are interested in attending can contact RTT AG at: [rtt@maisberger.com](mailto:rtt@maisberger.com).**

#### **About RTT AG**

Realtime Technology AG is a worldwide leading supplier of 3D real-time visualization technologies and services for industrial applications in the automotive, aircraft and consumer goods industries. The company supports its customers not only during the design



and developing phases with regard to the virtual display of different product concepts (Virtual Prototyping), but also during the marketing and sales stages in presenting the products in all variants and with all additional options in the Showroom (Virtual Showroom), on the Internet, at fairs or at POS.

Among RTT's customers, one can find Adidas, Airbus, Applus Airon Technic, Audi, BASF, Bertrandt, BMW, Carbon Motors Corporation, Chrysler, Dai Nippon Printing (DNP), DaimlerChrysler, Demag Ergotech, Dodge, EADS, Fiat, Ford Otosan, Honda, ICON Aircraft, Inovo Design, Italdesign Giugiaro, Iveco, Jeep, Lamborghini, Magna Steyr, Maserati, Maybach, Mercedes, Opel, PATAC, Porsche, PSA, PSW automotive engineering, Rolls-Royce, Sagem Communication, Samsung, Scania, Schüco, Serco, Sony Ericsson, Tesco TS, Thyssen Krupp, Toppan Printing, Toyota, Virtuelles Studio, Volkswagen and Volvo.

The supplier of 3D real-time visualization solutions looks back on a remarkable development with average annual growth rates of 50 per cent over the last eight years. RTT currently employs about 260 people at ten locations. The company is based in Munich. Further offices are located in Los Angeles, Detroit, Seoul, Tokyo, Paris, Brussels, Milan, Stuttgart and Hamburg.

RTT is a public company traded on Open-Market Frankfurt, Xetra, Freiverkehr Stuttgart and Freiverkehr Berlin-Bremen: R1T, ISIN: DE0007012205. For further information, please refer to [www.rtt.ag](http://www.rtt.ag)

### **About Vizrt**

V Vizrt offers a new vision for content creation and delivery with an end-to-end solution from ingest to visualization. Our solution combines Vizrt's true 2D/3D graphics tools with Curious Software's World Maps and Ardendo's asset management. Running on non-proprietary hardware, the combination of these unique cutting-edge products ensures a seamless workflow from conception to multi-format distribution. The latest addition to the Vizrt product suite is Viz|MPS for handheld devices.

Vizrt's product suite is used by the world's leading broadcasters including: CNN, CBS, Fox, BBC, Sky, ITN, ZDF, Star TV, TV Today, CCTV and NHK. Also, many world class production houses and corporate institutions, including both the New York and London Stock Exchanges, utilize Vizrt solutions.

Vizrt is a public company traded on the Frankfurt Prime Standard and on the Oslo Main List: VIZ, ISIN: IL0010838154. For further information, please refer to [www.vizrt.com](http://www.vizrt.com).

### **Press contacts**

RTT AG  
Alexandra Mayer  
Marketing / PR

Rosenheimer Straße 145  
81671 Munich, Germany

Tel + 49 (0)89 200 275-0  
Fax + 49 (0)89 200 275-200  
E-Mail [alexandra.mayer@rtt.ag](mailto:alexandra.mayer@rtt.ag)

Web [www.rtt.ag](http://www.rtt.ag)

Maisberger Whiteoaks GmbH  
Jens Bohl / Christine Wildgruber  
Account Manager

Kirchenstraße 15  
81675 Munich, Germany

Tel +49 (0)89 41 95 99-88  
Fax +49 (0)89 41 95 99-12

E-Mail [jens.bohl@maisberger.com](mailto:jens.bohl@maisberger.com)  
[christine.wildgruber@maisberger.com](mailto:christine.wildgruber@maisberger.com)