

PRESS RELEASE 1/2009

RTT and Art Center have teamed up to present an interdisciplinary podcast exploring materials and design trends

Virtual Design of Materials – RTT und Art Center College of Design Intensify Collaboration

Munich, January 14, 2009 – RTT, a leader in real-time 3D visualisation software and services for product design and marketing, and Art Center College of Design's Color, Materials and Trends Exploration Laboratory (CMTEL) in Pasadena, California, deepen cooperation and introduce a podcast series. The podcasts visually explore advanced thinking on materials and design.

The first podcast, titled "Material Intersections", connects the tactile and technical worlds in an inspiring format that combines thoughtful narrative and rich visuals. It examines how materials interact with light and human touch. The podcasts will explore a different material trend each month. In future, the podcasts will also feature interviews with designers who will provide insight into various materials they use during the design application process.

Michele Hess, director of RTT's Material & Colour Connection, and Marshall Hamachi, CMTEL's associate director, will lead the five-minute discussions. "These podcasts will expose the material design world to RTT and its 3D visualisation technology through a narrative process rather than a technical process," said Hess. "It will connect with designers through their filter of trends, materials and concepts and will help bridge the gap between the tactile and technical worlds."

Virtual Learning

CMTEL opened in July 2006 to provide students with the resources needed to become better problem solvers, innovators, storytellers, decision makers and ultimately leaders. CMTEL's vision is to offer physical and virtual learning environments including a samples library and rich media database, showcasing the latest colour and materials technologies, as well as emerging global trends. The partnership with RTT helps CMTEL realise its vision by providing students with digital tools and resources.

"RTT DeltaGen enables our students to visualise the use of colour and materials earlier in the design process", said Hamachi. "Our co-production of this material trends podcast series will showcase RTT DeltaGen's capabilities and bring visual inspiration to the art and design community in a narrative format."

Forthcoming podcast topics include:

- Interactivity
- Everyday materials
- Smart Materials
- Artisananship
- Sustainability
- Slow Tech

The podcasts can be viewed at CMTEL's website: www.accd-cmtel.com/vcmtel.html.



2,202 characters (without blanks)

About RTT AG

Realtime Technology AG is a global leader in the provision of 3D realtime 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 customers include names such as Adidas, Airbus, Applus Airon Technic, Audi, BASF, Bertrandt, BMW, Carbon Motors Corporation, Chrysler, Dai Nippon Printing (DNP), DaimlerChrysler, Dodge, EADS, EDAG, Fiat, Ferrari, Ford, General Motors, Haku-hodo, Holden, Honda, ICON Aircraft, Inovo Design, Italdesign Giugiaro, Iveco, Jeep, Lamborghini, Lexus, Magna Steyr, Maserati, Maybach, Mazda, Mercedes, Miele, Mitsubishi Electric, Opel, PATAC, Porsche, PSA, Rolls-Royce, Samsung, Scania, Schüco, Serco, Skoda, Sony Ericsson, Steelcase, Suzuki, TERREX, Tesco, Thyssen Krupp, Toppan Printing, Toyota, UCHIDA YOKO, Vauxhall, Volkswagen and Volvo.

The provider of 3D realtime visualisation applications can look back proudly on remarkable corporate development with annual growth of 50% in recent years. RTT currently employs approximately 370 staff in twelve offices. The company headquarters are located in Munich, and the business is represented by further offices in Los Angeles, Detroit, Seoul, Tokyo, Paris, Brussels, Milan, Melbourne, Singapore, Stuttgart and Hamburg.

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.

Press Contact

RTT AG
Alexandra Mayer
Head of Marketing
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
Web www.rtt.ag