



## PRESS RELEASE 2/2009

International high-end visualisation summit in Munich

### “Sharing Visions” at the 10th RTT Conference

Munich, March 09, 2009 – A thought, an idea and a vision are at the root of all innovations. But just how do we get from the vision to a marketable product when success depends on increasingly short product cycles in conjunction with high levels of transparency, efficiency and cost effectiveness? And what role does visualisation play in this? Realtime Technology (RTT) AG will be answering these questions at its 10th RTT Conference entitled ‘Sharing Visions.’ Creative minds and visionaries from all over the world will gather at this annual visualisation summit on May 07-08, 2009. The company has chosen the “Alte Kongresshalle” (Old Congress Hall) in its hometown of Munich as the location for the tenth anniversary of the event. The classic-modern architecture of this building provides the perfect backdrop for a visually-oriented event of this calibre.

The RTT Conference is a unique platform for product developers, designers and managers, as well as marketing and sales specialists. Practical knowledge and solutions for working with visualisation will be imparted in presentations, theme specials and discussions. Top-class speakers from innovative, global companies such as Tokyo Design International, ICON Aircraft, Toyota, Ferrari, Porsche and BMW will be talking about the design of modern product lifecycles. They will be using practical examples to focus on current trends and technologies in high-end visualisation, as well as demonstrating how these can benefit development, decision-making processes and customer base growth.

The concept behind the RTT Conference has been extensively refined. It is now possible for all participants to participate in all presentations without missing a single one. An evening event will ease the demanding nature of knowledge transfer and provide a relaxed atmosphere for personal exchanges and networking. Theme lounges with integrated partner exhibitions will offer variety on both days as well as inspirational insight into diverse areas of application.

A real highlight of the event is set to be artist, futurist and concept designer Syd Mead’s presentation. The CGI pioneer achieved worldwide acclaim thanks, in no small way, to his designs for numerous films such as the cyberpunk classic *Blade Runner*, *Aliens* and *Mission: Impossible III*. This special will be made even more exciting by the participation of Chris Bangle, former head of Design at BMW Group, perhaps the most influential designer of the past decade.

For registration, press accreditation and comprehensive information about the programme and speakers at the RTT Conference 2009, visit the website [www.rttconference.com](http://www.rttconference.com).

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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 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, Hakuholdo, 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 real-time 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](http://www.rtt.ag).

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