

PRESS RELEASE 05/2009

Flying even higher with real-time 3D visualisation

Eurocopter Relies on RTT

Munich, April 30, 2009 – Due to the excellent results achieved at Eurocopter Deutschland (ECD) as a consequence of the introduction of RTT technology in the exterior design department, the global market leader for civilian helicopters is now planning to extend use of the real-time 3D visualisation technology to the interior design department. The focus of the cooperation with RTT is on increasing product development efficiency as well as on improving coordination and consultation processes in the business areas of development, marketing and sales.

“The initial installation led to us achieving huge improvements in processes, including accelerated process flows. The use of RTT real-time visualisation was greatly appreciated by us internally as well as by our clients, and it is used intensively. Greater decision making reliability and the high level of acceptance by our clients have encouraged us to take this next step with RTT,” states Friedrich Pitschl, Vice President ECD Operations & Business Improvement.

In order to enable these benefits to be realised, RTT integrated the Eurocopter design data into the leading visualisation software RTT DeltaGen. The computer graphics specialists can now create virtual prototypes with high-end quality to provide highly realistic visualisations through the entire product cycle. Engineers, product designers and the management at Eurocopter use the images produced for rapid and well-founded decision making processes. At the same time, sales and marketing staff are afforded fascinating new possibilities by the high-quality images, animations and films for presenting individually equipped helicopters in direct dialogue with clients. For such presentations, the equipment in the helicopters, as well as the surroundings and the light and weather conditions, can all be varied in real time in order to provide a true-to-life simulation and a highly realistic portrayal of a range of authentic scenarios. Ludwig A. Fuchs, director and co-founder of RTT: “Eurocopter markets highly complex products that are subject to extreme requirements in terms of quality and the ability to tailor them to individual needs. In this regard, our visualisation technology can really exploit the potential of the products to the full by bringing individually configured variants to life and thus providing clients with a powerful visual basis for their acquisition decisions.”

Eurocopter is convinced that it has the right co-pilot on board to help the company fly even higher in the future. Friedrich Pitschl comments: “We have got to know RTT as an extremely innovative and very customer-friendly partner and are very pleased that we can continue to develop the theme of real-time visualisation together.”

www.rtt.ag
www.eurocopter.de

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RTT
challenging reality

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.

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