

PRESS RELEASE 10/2009

Double victory for virtual film star

“intermedia-globe Awards” for RTT and Toyota iQ

Hamburg/Munich, June 08, 2009 – Realtime Technology (RTT) AG won no fewer than two awards at the *WorldMediaFestival* in Hamburg on May 13, 2009. The film about Toyota’s iQ created by RTT for Toyota Motors Europe won the *intermedia-globe GOLD AWARD* in the animation category, as well as the *intermedia-globe GRAND AWARD* for the best entry. These distinctions serve as further proof of the visualisation specialist’s exceptional standing as a provider of creative services.

Global market leader Toyota placed its full trust in the creative abilities of RTT for the production of the unique film for the world premiere of the new iQ at the *Mondial de l’Automobile 2008* in Paris. Throughout the whole project, encompassing the initial concept, creation of the storyboards, animation of the scenes and breathtaking special effects, and finally postproduction, the Munich-based company demonstrated its great creativity and technical flair. The result was an aesthetically appealing, colourful, high definition film that makes the supermini the unforgettable star of the show. The film alternates between realistic scenes and fascinating, surreal effects and colour plays.

The film caused a sensation at the Paris Motor Show and at Toyota’s flagship store on the Champs-Élysées. It was then prepared for the country-specific websites of Toyota Motors Europe and a shortened version is currently being screened as a TV advertisement in various European countries. This highly efficient production captivates all those who view it. And the jury at the *WorldMediaFestival* was no exception.

Christoph Karrasch, co-founder and member of the board at RTT, is delighted about the two awards, “For us, these *intermedia-globe Awards* provide recognition of our creative and technical expertise on an international scale. They are demonstrative of the fact that the professional world is taking note of the exceptional quality of our work.”

www.worldmediafestival.de
www.rtt.ag

1,735 characters (without blanks)



RTT
challenging reality



Surreal image worlds – Breathtaking special effects ensure the Toyota iQ makes an unforgettably grand entrance.



Perfect realism – Even the finest details are magnificently rendered in the computer-generated images from RTT.



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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