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Realtime Technology (RTT) AG, a globally leading virtual reality (VR) specialist, has agreed a strategic development and marketing partnership with Datacolor with the goal of improving the colouring efficiency in product design processes

Strategic Partnership between RTT and Datacolor

Munich, November 20, 2008 – Datacolor, a leading operator in the field of colour management technology, has entered into a strategic technology partnership and marketing cooperation with Realtime Technology (RTT) AG. The objective of the partnership is to virtually enable the transmission of digitally developed and generated colours to products such as film sequences, advertisements, packaging and other tangible objects. Ideas conceived by designers can therefore be realised in the value-adding chain in exactly the intended colours, thereby allowing considerably more efficient and accurate shaping of colour development and manufacturing processes.

Both parties have come to agreement on joint development projects which will lead to the creation of new products based on the software applications RTT DeltaGen and Datacolor ENVISION. The latter technology is a colour simulation software which enables precise on-screen colour sampling by means of proprietary calibration methods. In combination with the visualisation software RTT DeltaGen, it will be possible to generate lifelike production simulations; such virtual simulation of colour samples means that physical prototypes can be done away with and the colour development process can be optimised considerably. The consequences are savings in time and money as well as a more efficient colour management process.

“By utilising Datacolor’s unique monitor calibration and colour management technology, we can portray colours in RTT DeltaGen much better and with significantly improved accuracy”, explains Ludwig A. Fuchs, co-founder and board member of RTT. “Our VR applications will thus benefit from the fact that we can portray reality even more accurately. In future, the colours created by RTT DeltaGen users will be portrayed extremely realistically. This will allow designers from across the world to work together even more effectively”, adds Fuchs.

The path to an integrated colour development process

As part of the agreed cooperation, both companies will coordinate hitherto separate processes by means of jointly developed products and an integrated data flow. Discrepancies between a designer’s colour definition and the colour implemented by the product developer in the actual product should thus become a thing of the past. “Together with RTT, we will overcome this impediment in the colour development process. The products from RTT and Datacolor can be seamlessly integrated with each other, thus ensuring an unbroken digital workflow between virtual design and the final product”, states Albert Busch, Vice-President of the Industrial Division at Datacolor. “This means that designers can very effectively compare and exchange their drafts with the product developers – which will result in these drafts being implemented with a high degree of accuracy in real products, while at the same time saving both money and time.”

When Datacolor and RTT met for the first time, they both immediately realised that they effectively serve the same markets and share a common customer base. “It is not uncommon for our corporate applications to be installed in parallel by our customers. Until now though, these have often existed in different business divisions and the mismatch resulting from gaps between the virtual and real worlds was accepted as a matter of

fact. Increasingly though, the necessity for real colours in the virtual design process and for virtual portrayal in the production process is being recognised. Our partnership will lead to the closing of these gaps”, comment Fuchs and Busch in a joint statement.

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About Datacolor

Datacolor is a global leader in color management solutions and color communication technology. The world’s leading brands, manufacturers, creative professionals and consumers, have been choosing Datacolor’s innovative technology and solutions to consistently achieve the right color for nearly 40 years. A Swiss held company, Datacolor’s global presence encompasses a sales, service and support network serving customers in more than 65 countries throughout Europe, the Americas and Asia, along with 13 worldwide operation and production facilities. Industries served include apparel and textile, paint and coatings, automotive, plastics, photography, home theater and others. For more information about Datacolor and its products or services, visit www.datacolor.com.

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.

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