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Virtual Reality (VR) specialists Realtime Technology (RTT) AG support Toyota Motor Europe with a 3D realtime configurator in the company's showroom on the Champs-Élysées in Paris

### Virtual Showstopper in Toyota's Paris Showroom The 3D Real-time Configurator from RTT

Munich, 18 December 2008 – Christmas time is full of emotional moments for consumers. The unique presentation of the new Toyota iQ in Toyota's showroom on the Champs-Élysées in Paris is no exception. The combination of a 3D real-time configurator and modern light animations make the presentation of Toyota's new supermini a multimedia extravaganza. The configuration system from Realtime Technology (RTT) AG displays the iQ in unparalleled, photorealistic quality and in actual size without requiring any loading time. RTT has also added a special Christmas touch. Visitors to the Toyota showroom can use their own dream configuration to create a traditional Christmas card, a snowball or an e-card.

A multi-media triumph in Toyota's Paris showroom has been astonishing visitors for weeks. The showroom on the Champs-Élysées is showcasing the brand new Toyota iQ interactively, playfully and glamorously with support from Munich-based visualisation expert Realtime Technology (RTT) AG. A colourful promotional film, with special effects and innovative 'viewpoints' (configuration systems), immerses visitors in the fantastic, virtual product world of the iQ model.

The use of various 3D visualisation technologies merges the real and virtual worlds, thereby providing visitors with a very special visual experience. For example, a holographic projection gives visitors the impression that the Toyota iQ is floating in mid-air. A number of people can use joysticks to control the 3D realtime configurator simultaneously. Visitors to the Toyota showroom can configure their cars individually and distinctively by selecting from all the usual options, such as car paint and the full range of interior equipment. It is also possible to dynamically visualise all the technology contained within the car. Once configuration has been completed, the Toyota iQ can be viewed from a variety of camera perspectives.

A special, Christmas edition of the 3D real-time configuration system from RTT includes unique features that make visiting the Toyota showroom an unforgettable experience. Visitors can choose from a large number of Christmas themes and greetings in many languages to create either a traditional or an electronic Christmas card. The custom-made Christmas cards can then be printed and, appropriately for the time of year, slotted into snowballs.

"We are proud to have been given the opportunity to present our 3D realtime configurator in the Toyota showroom on the Champs-Élysées in Paris," comments Christoph Karasch, co-founder and board member of RTT AG. "We are able to offer visitors a unique, visual product presentation experience thanks to our world-leading visualisation solution."

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The powerful use of various 3D visualisation technologies merges the real and virtual worlds to create a unique product experience.



## 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, 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 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](http://www.rtt.ag).

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