



**Press Release R3DT GmbH**

**May 2019**

## **Meet Your Reality @IFFA: Virtual Prototypes for Industry**

- ▶ Virtual prototypes can now be reviewed with bare hands at the push of a button
- ▶ Virtual Reality software for industrial engineering suitable for everyday use
- ▶ Germany-based VR start-up to be presented at VDMA stand B41 in Hall 11.1
- ▶ R3DT is CyberLab alumnus and spin-off from the KIT in Karlsruhe

**Karlsruhe/Frankfurt – The planning and implementation of new production facilities and processes are becoming increasingly complex. The responsible employees at plant suppliers and on the side of the users are therefore under ever-increasing pressure to make decisions and to meet deadlines, from conception and release to installation and commissioning. In particular, this increases the risk of planning errors: there is a risk of high additional costs for reworking and production delays up to costly and image-damaging recall actions. A practicable solution for early error avoidance and better planning offers low-cost Virtual Reality (VR) technology from the consumer sector. For just a few thousand euros a year, any manufacturer or operator of food processing and packaging machines can start using VR and make better use of expert knowledge.**

At the IFFA 2019 trade fair in Hall 11.1 (booth B41), the VDMA will be presenting a young German company whose VR tool makes the use of this innovative technology extremely easy: R3DT GmbH offers the most user-friendly VR tool for industrial engineering. The software has been on the market since the end of 2017. This is used, for example, in work and assembly planning for design discussions and ergonomics checks. It is also used for the layout planning of production lines or in the technical purchasing and sales of special machines and systems. Today's users such as medium-sized machine builders and food manufacturers as well as large vehicle manufacturers save a lot of time and money.

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## **Virtual prototypes from 3D CAD models: Anytime. Anywhere. Anyone.**

Working with the VR software is very simple: In combination with inexpensive VR hardware, a virtual prototype is generated from a 3D CAD model at the push of a button. In this way, anyone can experience planned workplaces, products, machines or entire production lines 1:1 - at any time, even for colleagues and business partners. Together, critical design reviews can be carried out quickly and anywhere. Elaborate mockups and real prototypes become superfluous.

R3DT attaches great importance to the user-friendliness of the VR tool: The users do not need any previous knowledge or training in order to solve their tasks better and faster with the hardware and software combination. In particular, the use of hand tracking allows virtual work to be carried out intuitively with bare hands instead of cumbersome controllers (see videos at [Vimeo.com/R3DT](https://vimeo.com/R3DT)).

**"The simplicity of today's VR tools benefits suppliers and customers who have been reluctant to use more complex solutions."** (Richard Clemens, VDMA)

Richard Clemens, Managing Director of VDMA's Food Processing and Packaging Machinery Association: "Augmented and Virtual Reality offer great opportunities for the mechanical engineering industry. But new technologies repeatedly fail because they are perceived as too complicated in operational reality. The simplicity of today's VR tools benefits suppliers and customers who have been reluctant to use more complex solutions. This also enables the early involvement of different experts in the design process".

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**"The operational use of virtual reality must be as simple as using a smartphone."**  
(Andreas Rüdener, R3DT)

Virtual reality (VR) stands for a computer-generated reality and has to date been projected in industry mostly on large screens such as so-called Caves or Powerwalls, which cost up to half a million euros. With the availability of highly immersive VR glasses and VR ready PCs for the gaming world, starting at a total of 2,000 euros, the technology can now be applied across the board. Andreas Rüdener, co-founder and managing director of R3DT: "As 3D developers, we were quickly enthusiastic about the VR glasses Oculus Rift and HTC Vive. After receiving the initial feedback from companies, we were convinced: The operational use of virtual reality must be as simple as using a smartphone. It is our mission to make the everyday life of industrial engineers easier."

#### **About R3DT**

R3DT offers the most user-friendly virtual reality tool for industrial engineering: Anyone can use it to generate virtual twins from 3D CAD models anytime and anywhere and make them a 1:1 experience. The intuitive operation by means of unique hand interaction (powered by Leap Motion) makes it possible to conduct critical design reviews with colleagues, bosses and customers earlier and more often in the planning process.

The founding team of Germany-based R3DT GmbH\* around mechanical engineer Andreas Rüdener, software developer Julien Kipp and business economist Achim Schneider started as a spin-off from the Karlsruhe Institute of Technology (KIT). The VR software was developed in 2016/17 in the CyberLab, the IT accelerator of the state of Baden-Württemberg (Germany). Today, the start-up is headquartered in the "Technologiefabrik" of the IHK Karlsruhe and employs more than 10 people including students. (\* formerly: Rüdener 3D Technology)

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