

Press Release
March. 08, 2005

PSA Peugeot Citroën chooses Virtools Software Suite to develop and deploy PSA virtual reality applications in its new CAVE environment

Paris, March. 08, 2005 – Virtools™, the leading provider of authoring tools to create interactive 3D content for virtual reality/simulations, video games and marketing/multimedia applications, announces one of its most significant contracts in the VR/Sim field with French automotive industry giant, PSA Peugeot Citroën.

PSA Peugeot Citroën has made Virtools technology an integral part of its new Automotive Design Network located in Velizy, France. Virtools Software Suite is used to develop and deploy immersive applications throughout the group.



Image courtesy of PSA Peugeot Citroën

Virtools was chosen after a long and exhaustive selection process pitting Virtools against other key players in the software development market. PSA Peugeot Citroën's investment includes standard Virtools authoring solutions (Virtools Dev, Virtools VR Pack Development Edition) as well as standard deployment solutions (Virtools VR Pack Publishing Edition).

The immersive environment consists of 11 genlocked and swaplocked PCs (HP workstations equipped with Orad DVG-X technology and Nvidia video cards). The PCs are connected to Barco's I-Space 5 with active stereo and an AR-Tracking optical system.

PSA Peugeot Citroën's decision was highly strategic, providing them with a global development and deployment platform for creating a wide variety of industry-specific applications: design reviews, assembly/disassembly applications, collaborative project reviews and more.

The PSA Peugeot Citroën contract is an exception to the industry rule: rather than working with an integrator to build its immersive environment, the group has chosen to structure its activities on its own. The result is a comprehensive, cutting-edge system designed and assembled by PSA Peugeot Citroën to meet the group's specific needs.

Thanks to the versatility, accessibility and performance of Virtools solutions for virtual reality, PSA Peugeot Citroën is developing its own tools to create powerful VR applications. In only one short week of training, developers at PSA Peugeot Citroën acquired the capabilities necessary to better manage their production process and enhance reactivity.

"Virtools has proven to be the ideal platform for creating virtual reality applications for our CAVE. Programming is done in an extremely high-level environment which nonetheless remains open. The complexity inherent in CAVE cluster development is no longer an obstacle. With technical issues resolved, we are free to concentrate on building effective applications," says David Routier, DSIN CAD and Visualization Manager.

Virtools SA

93, rue Vieille du Temple
75003 Paris - FRANCE

Ph: (+33) 1 42 71 46 86 / Fax: (+33) 1 42 71 86 53

info@virtools.com
www.virtools.com

Virtools Canada Inc.

1250, Bvd Rene Levesque Ouest/Suite 2200
Montreal QC H3B 4W8 - CANADA

Ph: (+1) 514 989 3126 / Fax: (+1) 514 989 3127

Virtools™

About Virtools

Virtools launched its commercial activities in 1993 with consulting and services targeting the VR sector. With the needs of this and other key markets in mind, Virtools built the company's initial software solution, Virtools Dev. As an Independent Software Vendor since Q4 1999, Virtools has become the leading provider of comprehensive software development solutions for building highly interactive 3D content.

With several thousands of users throughout the world, the Virtools Software Suite enables prototyping, development and deployment of offline and online/networked video games, along with applications in the fields of industrial simulation/virtual reality and marketing/multimedia.

Virtools is the technology of choice for industry leaders such as Procter&Gamble, PSA Peugeot Citroen, EDF, EADS, CEA, CNRS, France Telecom, Matsushita, American Department of Energy, Intel, Publicis Networks/Renault, Arte TV and L'Oréal.

Virtools' VR/Simulation partners include Barco, Orad, HP, Nvidia, Intersense, Ascension Technologies and Advanced Realtime Tracking.

Virtools clients also include major game studios such as Electronic Arts, Microïds, Sony Computer Entertainment, Microsoft, Warner Bros Online, Blue Fang Games and Ubisoft. Among its partners in the gaming industry Virtools counts Microsoft, Sony, Nvidia/ATI, Discreet, Alias, Newtek, Havok and NxN.

More information at <http://www.virtools.com>

About PSA Peugeot Citroen

PSA Peugeot Citroen ranks among the world's leading automotive groups. A business with significant technological, industrial, financial and commercial presence, the Group draws its strength from its two volume brands, Peugeot and Citroen, from the skills of its 200,000 employees around the world, and from a stable shareholder base. In 2003, PSA Peugeot Citroen reported stable sales volumes with 3.286.100 cars sold worldwide and consolidated its position as Europe's No. 2 car manufacturer. Over the next few years, PSA Peugeot Citroen will actively pursue a strategy of growth, driven by products, innovation and international expansion. The Group will continue to innovate, design and manufacture cars daily in order to meet the needs of customers the world over and to make the Peugeot and Citroen brand names synonymous with progress.

Press Contact:

Canada/USA :
Karine Guilbert
guilbert@virtools.com

Europe/Asia/ROW:
Julie ERCOLANI
ercolani@virtools.com

Virtools SA

93, rue Vieille du Temple
75003 Paris - FRANCE
Ph: (+33) 1 42 71 46 86 / Fax: (+33) 1 42 71 86 53

info@virtools.com
www.virtools.com

Virtools Canada Inc.

1250, Bvd Rene Levesque Ouest/Suite 2200
Montreal QC H3B 4W8 - CANADA
Ph: (+1) 514 989 3126 / Fax: (+1) 514 989 3127