

Pressrelease

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Football Enters the 3D Realm

Bitmanagement Software Powers 3D Football Stadium of Major German Club

HSV – a major German football club – is now offering fans a real-time 3D visualisation of its football arena that is powered by Bitmanagement technology. The virtual stadium acts as an advertising platform for the club similar to Second Life and was developed through the collaboration of HSV arena management and Vhaus GmbH marketing agency with Bitmanagement Software GmbH providing the 3D visualisation technology.

Berg near Starnberg.– it is often said that “my home is my castle” - a reference to the importance and sentimentality we feel for our homes – yet the dedicated HSV fan might be heard to say “my home is my stadium”, such is the bond they have towards their football club and its sacred home turf. So the initiative of HSV-UFA arena management to create a virtual representation of their real Hamburg stadium provides increased value to and strengthens the bond with their club fans and members. The virtual stadium is powered by the visualisation technology of Bitmanagement Software GmbH (based in Berg, near Munich), and was developed by online marketing agency Vhaus GmbH in photo-realistic 3D quality with many interactive events features.



Arena of Major German Football Club in 3D — Live on the Internet. German club HSV has fully visualized its home stadium in real-time, interactive 3D (using BS Contact) for the benefit of club members and fans. Online visitors to the arena can fly through the vast structure with complete freedom, touring areas otherwise off-limits to the public.

(Picture: Sport Bild)

Indeed, the highlight of the 3D application is its superb interactivity. Internet visitors to HSV's stadium can virtually walk or fly through the vast building and explore areas which are not usually accessible to the public. For example, one may visit the virtual HSV museum or enter the playing field through the players' tunnel and into the glare of the lights and roar of the crowd. Moreover, spectator boxes and rooms may be booked online and events arranged by an agency via the integration of booking systems and the 3D arena.

The real stadium and the virtual also mimic each other in terms of advertising potential. As with the real stadium, the club's sponsors and advertising partners can buy promotional space for advertisements and product presentations within the virtual world, thus HSV can now offer another quite unique platform and market demographic of tech-savvy football fans to the advertising industry.

Software supplier Bitmanagement is enthusiastic about the results. “To move, meet and converse

within the virtual stadium creates a tangible emotional connection between HSV and its stakeholders, and we are proud that this project has been facilitated by our high-speed 3D software for the Internet”, says head of Bitmanagement Peter Schickel. “Bitmanagement's real-time 3D software enabled us to optimally meet the requirements of HSV with the building of the virtual arena and to set a new benchmark in terms of quality and simple operation”, expressed Vhaus managing director Johannes Niemeyer.

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About Bitmanagement

Bitmanagement Software GmbH (Berg, Germany) is a leading developer of interactive, real-time 3D and multimedia software for a diverse range of markets and applications, based on the international Web 3D standard VRML /X3D, and MPEG-4. Bitmanagement Software's product portfolio empowers business to rapidly develop and deploy custom, high performance, Internet enabled 3D solutions that are tailored to their particular market and seamlessly integrated with their existing hardware and software investments.

Formed in 2002 upon a solid technology foundation 10 years in development, Bitmanagement Software takes great pride in its proven track record of customer satisfaction and service delivery, its commitment to advancing Web 3D standards and its ongoing investment in technology and people, resulting in strong growth and positive cash flow to date and a positive financial outlook going forward.

More information under: www.bitmanagement.de
Enterprise profile under: <http://www.bitmanagement.de/profile>
Presentation under: <http://www.bitmanagement.de/slides>

About Vhaus

Vhaus GmbH (Hamburg, Germany), develops new virtual worlds on the Internet. The company uses a range of technologies and unique expertise from the fields of architecture, 3D visualization, game design and web programming to create compelling, realistic and playful experiences.

More information under www.vhaus.de