

tarakos GmbH:

## Virtual Reality Suits the Midrange Market

Magdeburg, 05 December 2005: tarakos GmbH  
of Magdeburg, Germany, has a strong  
foothold in the growing market for  
software solutions designed to virtually  
5 model and improve industrial processes:  
According to a study by analysts Frost &  
Sullivan, the market for software  
applications in the virtual reality field  
is expected to increase from \$350 million  
10 in 2003 to \$1,400 million by 2007 - an  
annual growth rate of 40 per cent. This  
trend is particularly apparent within the  
industrial sector: more and more  
industrial processes are being simulated  
15 and optimized before they become reality.

### Successfully established

Five years ago, three specialists in this  
market founded tarakos GmbH. The location  
they chose for their company was the  
20 "Experimental Factory" in Magdeburg,  
Germany. Together with Otto-von-Guericke  
University, the Fraunhofer Institute, a  
Virtual Development and Training Centre  
(VDTC) and various other virtual reality  
25 (VR) providers, this VR expertise centre  
offers a range of options for networking  
and exchange of experience. This is  
particularly important for developing  
software. "We view collaborations very

30 favourably, because as a small provider it  
helps us to get results quickly", says  
Christian Hoepner, head of software  
development.

35 **Investing more productively - optimizing  
capital goods**

With its start-up phase past, tarakos is  
able to look back on an increase in sales,  
continuous employment, and the successful  
development and market launch of its own  
40 software family with two major products:

- The taraVRbuilder is used to model,  
animate and optimize factories,  
conveyor and storage systems, and  
material flows on a personal  
45 computer.
- The program taraVRcontrol is used to  
create and view production processes  
in three dimensions, which are  
controlled by programmable logic  
50 controllers (PLC). Its purpose is to  
eliminate errors and optimize  
processes.

The industrial use, in the areas of both  
materials handling and automation  
55 technology offers combinations and  
synergies in the form of complete packages  
or user-specific solutions. One of the  
primary areas of implementation is the  
sale of technical machines and equipment  
60 that require some amount of explanation.  
Presentations in virtual reality can model  
the requirements of potential customers

and convince them immediately of the technical feasibility and intended use of the solution being proposed. An additional area of implementation is in the planning, optimization and conversion of new or existing production equipment and materials handling systems. In both areas, the tarakos concept is aimed at the broad market of small and medium-sized industrial companies. Ease of use and low prices for software and training lead to substantial increases of productivity, and deliver a fast return on investment.

#### **Growth through partnerships**

Current users count on these advantages. Due to the sales concept, well-known industrial firms like Bosch, VW, MAN, Trumpf, Siemens, Thyssen-Krupp, and Deutsche Telekom are among the clients. It's only at the level of the high order totals from these key customers that the usual personal visit through a sales force makes commercial sense. "That's why we want to expand our capacity as fast as possible and build an effective, indirect sales network", reports Herbert Beesten. This combination of low software price and ease of use represents a unique market position - the faster expansion occurs, the larger the future market share will be. A number of new sales partners have already been gained, including the Automation & Drives division of Siemens AG

in Germany in addition to well-known companies in Spain, Russia, Holland, and Switzerland.

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**Captions:**

1. Head office: The home of tarakos GmbH is the "Experimental Factory" in Magdeburg, Germany, a place with a wealth of connections.

105 2. Herbert Beesten: As managing director of tarakos GmbH responsible for sales and marketing, he hopes to achieve above average growth in the coming years through indirect sales.

110 3. Christian Hoepner: With a degree in computer science, Hoepner is managing director of software development at tarakos GmbH. He keeps costs low by relying on open standards and collaborative development.

115 4. Screenshot: Virtual reality offers very real advantages - by optimizing materials handling across a factory, for example.

**About tarakos**

tarakos GmbH, appropriately headquartered in a building called „Experimental Factory“ in Magdeburg/Germany, develops and markets Virtual Reality software Applications for the industrial midrange market since year 2000: Low entry cost concerning software and training and easy usage due to standard pc technology provide a unique selling proposition to the product range. taraVRbuilder is used to model, animate and optimize factories,

conveyor and storage systems as well as material flows on personal computers. taraVRcontrol is used to create and view production processes in three dimensions, which are controlled by programmable logic controllers (PLC). Direct sales to key accounts are only one foot in the market: tarakos expands its sale network within Germany and other countries. For further information please visit [www.tarakos.de](http://www.tarakos.de)

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