



RPM-3D SERVES THE MOTORSPORTS INDUSTRY WITH INNOVATIVE GRAPHIC SOLUTIONS

CONCORD, N.C. (March 17, 2010) – Graphics drive the motorsports industry in almost every aspect of the sport. There are many solutions present, and with this in mind RPM-3D, Inc. of Concord, N.C. has become a clear leader when it comes to providing innovative High Definition 3D Graphics and solutions for the industry.

"When you think of Motorsports, you think of big name drivers, 200 m.p.h. speeds, billboards, sponsors, and of course great racing," said Justin Jacobs, CEO of RPM-3D, Inc. "Graphics in motorsports is extremely important to translate those names and sponsors into eye-catching car designs, merchandise, marketing material and sponsor proposals. RPM-3D is at the fore-front when it comes to taking the graphics used in motorsports to the next level".

How exactly does RPM-3D provide these "innovative" graphics?

RPM-3D provides a number of services ranging from 3D-visualization to Race-Team designs, and everything in between. These services are already specifically used today by many of the teams and racing related companies, either by directly contacting RPM-3D for a custom solution, or through numerous "resellers", such as decal companies that teams and businesses use to wrap and decal race cars, haulers, pit-boxes, and many other things.

Using the latest in 3D Graphics Technology, RPM-3D has created virtual replicas of race cars, commercial cars, and motorsports related equipment in order to help teams and companies save money in the long run over traditional design and image collection means. "You used to have a car designed, decaled, then moved to a photo-studio with lights and stands for different camera angles. You would spend anywhere from 4 to 8 hours for 1 photo-shoot, receive 20-40 angles of the car and perhaps the driver and car together, and then use 2 or 3 angles throughout the year. That is a huge expense for teams, not to mention you have to have the car complete and transported all before this happens," said Jacobs.

"With RPM-3D's proprietary and accurate 3D models of race-cars, trucks, and equipment, you do not have to move a single bolt. We can design the car, or be provided a design, wrap the car in 3D, and provide the client with any and all angles they need. Usually this is all complete and in the clients hands in less than 4 to 8 hours. No wrapping the real cars first. It's all done via our 3D technology."

In addition to the traditional angles that most photo-shoots provide, RPM-3D has the ability to create angles that are simply not possible with traditional photography. Racing shots (with or without a track background), complex angles that would be a nightmare for a photographer, as well as clean, crisp images every-time.

"Our graphics can be resized from 1-inch to 250-inches and even beyond in most cases, which makes them extremely useful and versatile in the market-place", says Jacobs. "From merchandise, to hauler graphics, to



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billboards, our 3D graphics stand up to the test. We build them that way specifically for commercial usage."

Eddie D'Hondt of D'Hondt Motorsports says, "When we make presentations to potential sponsors using a rendition of what a sponsors car may look like generated in RPM-3D's format, it is far superior in quality, view, and detail than anything we've ever used. It is truly remarkable how real and lifelike the car looks and feels. We've used this 3D version to create, hero cards, point of sale items, blown up illustrations to give away as gifts and much, much more. RPM-3D has nailed the right way to show your race car."

Kevin Wilson formerly of Petty Enterprises says, "Working with RPM-3D was a piece of cake. As a designer for Petty Enterprises I was always looking to take my 2-D paint schemes to the next level, and RPM-3D provided me with excellent craftsmanship. When presenting the 3D model to the client, they were truly impressed. This service cuts cost on photo shoots and is a quick turnaround for sponsor proposals. I highly recommend using this service over and over."

RPM-3D is revolutionizing the Motorsports Graphics Industry, just as 2D graphics did 10 years ago, 3D is the new wave.

"We are working hard everyday to bring even more services and products to our clients, from 3D to 2D full design services, and presentation services to web-design. We can provide our clients turn-key solutions for marketing, proposals, and everyday needs.

"RPM-3D's knowledge and abilities are unparalleled when it comes to 3D Digital artwork", says Kenneth Ward of Motorsports Designs.

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About RPM-3D, Inc.:

RPM-3D, Inc. is located in Concord, North Carolina and is the "Leader In 3D Motorsports Graphics". Providing the racing industries top teams and companies graphic solutions that not only improve and enhance their current fan-base or client-base, but saving them money at the same time over traditional means. RPM-3D High Definition Custom Designed 3D graphics not only promote Teams, Drivers, and Sponsors, but they also bring the "WOW" factor back to Racing Graphics. Owned and operated by Justin Jacobs, CEO, along with some of the best artists in the business, Jeff Strong - Lead 3D Artist, and David Hahn - Lead Designer, RPM-3D is changing the motorsports graphics industry in a big way.

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