

## **Press Release**

Solingen, July 2, 2024

Röntgen Bust Unveiled on Ku'damm in Berlin

Berlin, June 5, 2024 – A new, innovative, and artistically ambitious addition now adorns the famous Kurfürstendamm in Berlin. The world-renowned discoverer of X-rays, Wilhelm Conrad Röntgen, is now immortalized as a transparent, illuminated bust displayed in an antique showcase in front of the radiology practice of Associate Professor Dr. Rainer Röttgen and his colleagues.

This remarkable idea was brought to life by Dr. Röttgen and his team to honor Röntgen's legacy while simultaneously adding a new visual highlight to Berlin's prestigious boulevard. The project was entrusted to us, EXCIT3D GmbH, for execution.

To realize the bust, we utilized a high-precision 3D scan created a few years ago by Klostermann Messtechnik from Remscheid for the German Röntgen Museum. Klostermann Messtechnik and the German Röntgen Museum have been our long-term partners in various augmented reality projects where we brought the Nobel Prize laureate to life.

Our task involved not only the pure 3D printing but also the detailed processing of the scan data. The result is an approximately 40 cm high, transparent model that now enhances the Kurfürstendamm visually and serves as a new eye-catcher.

The bust was crafted using state-of-the-art 3D printing technology, enabling the precise representation of fine details and the model's transparency. The lighting of the bust enhances the visual effect, making it a highlight, especially at dusk and night.

We are proud of the outcome and delighted that our work contributes to the beautification and cultural enrichment of Kurfürstendamm. The bust is not only a tribute to Wilhelm Conrad Röntgen but also an example of how modern technology and art can blend seamlessly.

For further information and inquiries, please do not hesitate to contact us.



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