

Press Release

Technology Investor IMCap partners with Innovative CGI Software Specialist RenderThat

Hamburg, November 21, 2023 – Micro-cap technology PE firm IMCap is investing in the successful CGI software company RenderThat adding another hidden technology champion to its portfolio. RenderThat, the Hamburg-based specialist for computer-generated images (“CGI”), helps its customers to digitize their product visualisation using RenderThat’s proprietary software, process know-how and services. The company efficiently creates photorealistic, computer-generated images and films based on digital twins. The CGI market is growing sustainably based on the rapidly increasing demand for digital content in eCommerce and personalized advertising. Technological advances in digital image creation such as the use of artificial intelligence further bolster the market growth. RenderThat will use the funding provided by IMCap to expand its software product portfolio and for potential add-on acquisitions.

"For over 10 years, we have been working with industry-leading retailers and manufacturers. We know how to improve the processes around product visualizations for our customers with our software. With IMCap, we have now found a strong partner who supports us financially and with expertise and experience in the further development of our company and especially our software solutions," says RenderThat CEO and Co-Founder David Wischniewski.

RenderThat creates digital 3D models that can be used to efficiently create and edit photorealistic computer-generated images of physical products in endless design variations and scenes. The specialized CGI workflow software RenderThat HUB offers companies the ability to easily and conveniently create, edit, manage and scale their digital content and to collaborate among teams of any size. In addition, the HUB supports transparent and flexible collaboration with external stakeholders worldwide. As a result, RenderThat offers an efficient and scalable solution for the creation and use of product visualizations. The RenderThat HUB significantly reduces the cost of creating images compared to traditional methods such as photo shootings, especially for large product portfolios. With IMCap's investment and support, the founders of RenderThat plan to further develop this leading technology and offer it to agencies and companies worldwide.

"Companies need more and more content, especially images and videos, to market their products through an increasing number of digital and analogue media. RenderThat is one of the pioneers in the development of processes and software products that support the development, editing, management and, hence, scalability of digital assets. With RenderThat HUB, customers can develop product content much more efficiently compared to analogue technologies leading to a quick return on investment," explains Frank Gleitz, Partner at IMCap. "We are very pleased to be able to support RenderThat's growth path."



About RenderThat

RenderThat was founded in 2012 as a 3D agency and has since grown into a provider of software-based CGI solutions. The company has locations in Hamburg and Cologne.

The mission: To provide the easiest way to digitize products and thus create exciting content for product marketing.

RenderThat's customers include well-known companies such as beyerdynamic, Duravit, Schlaraffia, Hilding Anders, Bosch Siemens Home Appliances and BMW, which rely on innovative visualizations for their products.

www.renderthat.com

About IMCap

Headquartered in Düsseldorf, IMCap is a focused growth private equity firm that invests in micro-cap software and technology companies with strong management teams, clear technology differentiation and sustainable growth prospects. The IMCap team combines many years of operational management experience, software expertise and structuring experience. IMCap sees itself as an active partner that supports its portfolio companies both financially and with operational know-how, tools and network to scale their business models. IMCap aims at systematically turning 'hidden champions' into leading, established software and technology companies.

www.imcap-partners.com

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