

**FOR IMMEDIATE RELEASE**

## **Meta Motion Signs Exclusive Agreement with Analogus to Distribute the Gypsy Motion Capture System**

SAN FRANCISCO, CALIF. – July 7, 2000 – Meta Motion™, a new company offering motion capture hardware, software, and services, has signed an exclusive agreement with Analogus Corporation to sell and distribute the Gypsy Motion Capture System throughout North America, Europe, Australia, South America, and the Middle East. The Gypsy is an affordable easy-to-use skeletal and character motion capture system that captures accurate real-time data for animation in the visual effects, gaming, Internet and entertainment industries.

“Enhanced productivity is the key to success in the entertainment industry, and motion capture is completely redefining how animation is being produced throughout the world,” says Lee Dickholtz, president of Meta Motion. “We are pleased to be working with Analogus to offer the Gypsy. It’s a very powerful mocap solution that is well within reach of any animation studio—large or small.”

Claude Kennedy, owner of Video Post & Graphics is sold on the productivity benefits of using the Gypsy Motion Capture system. “We are so pleased with the results of motion capture that we are changing the entire direction of the company to produce children’s animated videos based on the Gypsy suits working so well.”

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“The key to modern motion capture systems is well designed software in combination with hardware,” says Ron Fischer, visual effects supervisor at Metavision. “The Gypsy’s unique driver software provides motion on the performer’s own ‘internal skeleton,’ eliminating several complicated steps in the motion capture pipeline.”

In addition to the Analogus agreement, Meta Motion has partnerships with industry-leading motion capture hardware and software developers such as Kaydara and FAMOUS Technologies, which allow Meta Motion to provide the most competitively priced motion capture systems, solutions and services for enhanced 3D character animation in the industry.

## **GYPSY’S FEATURES**

Capturing an actor’s motion with the Gypsy Motion Capture System is very simple—install the capture board and software, put on the Gypsy mocap suit, measure the distances between the actor’s joints and suit offsets, and start capturing motion. The Gypsy can drive real-time rendered characters for live performance or post-processed animation via the Kaydara FiLMBOX. Data can also be saved as a BVH file and imported into any 3D-animation program such as 3D Studio MAX, LightWave 3D, Maya and Softimage.

The Gypsy Motion Capture System is free of magnetic interference and optical occlusion and offers easy simultaneous capture of multiple actors. Users can experience real-time playback without the need for postprocessing to see motion data.

*Additional features of the Gypsy include:*

- 42 sensors capable of sensing 16 joints
- Precise rotation calculations of an actor’s joints

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- 60 ft. range, with greater distances supported through longer cables
- User-selectable, real-time capture rate of up to 120 fps
- Rotational accuracy of .08 degrees
- BVH support for 3D Studio MAX, Character Studio, Maya, Softimage, LightWave 3D, Life Forms Studio, Poser, Kaydara FiLMBOX, Mirai, and other high-end 3D animation software programs.

### **PRICING AND AVAILABILITY**

The Gypsy 2.5 is currently shipping and has a SRP of \$25,000 (US); international pricing varies. An SDK for C++ programming is also included with the system and software drivers for Kaydara FiLMBOX, 3D Studio MAX, Maya, Movido, and Typhoon are available.

Meta Motion recently partnered with Animazoo, of San Francisco and Paris, to offer Gypsy motion capture and FAMOUSfaces™ Animator rental services throughout the U.S. and Europe. Please contact Meta Motion for additional details.

### **ABOUT META MOTION**

Meta Motion is a privately held company in San Francisco, California. Founded by industry veteran Lee Dickholtz, former VP of Multimedia Development at ID8 Media, Meta Motion is dedicated to providing powerful, cost-effective motion capture solutions for the visual effects and entertainment industries. For more information on Meta Motion, please visit the company web site at [www.MetaMotion.com](http://www.MetaMotion.com) or call 415-550-META (415-550-6382) or fax (510) 653-5589.

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