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Reallusion and Animazoo Partner for Consumer-Level Motion Capture Filmmaking, Live Performance

Silicon Valley Upstart and Award Winning Mocap Company , Debut Revolutionary Alliance at SIGGRAPH

“Movies, Models and Motion” Meets Affordable Motion Capture

SAN DIEGO, CA, August 9, 2007—Reallusion (Booth #1829), a leading-edge software developer providing Hollywood-like 3D moviemaking tools for PC and embedded devices, and Animazoo (Booth #947), a company at the forefront of innovation in the world of motion capture since the early 90's, today announced a partnership that would bring motion capture to everyday consumers and smaller independent filmmakers and production houses in the real-time filmmaking and live performance realm.

The complimentary technologies of Reallusion's iClone™ real-time filmmaking engine and Animazoo's patented motion capture systems combine to offer the next-generation of character motion production tools. Designed to reach a whole new level of virtual world and Machinima filmmakers with live puppeteering and professional production power, Reallusion and Animazoo connect motion analysis hardware and real-time character animation software to offer a breakthrough in real-time motion capture and puppeteering affordability.

The partnership will introduce a complete solution for creating and controlling real-time actors with detailed performance ability. iClone's filmmaking engine and Animazoo's series of gyro-based motion capture suits expand character performance from the virtual stage to the live stage with added ability for live puppeteering of actors for revolutionary live character based experiences.

“Teaming up with such a complementary technology as Reallusion's iClone enables us to deliver a great solution for real-time animation solution packages, ” said **Ali Kord, Managing Director & Co-Founder, Animazoo**. “Combined, the technology achieves maximum control and freedom of movement to create the best possible performance, taking motion capture capabilities to the masses.”

“Reallusion focuses on providing high-quality natural character movement data. Animazoo's real-time mocap solution provides great quality motion data with a quick setup process and freedom of movement without space concern, added **Charles Chen, CEO, Reallusion**. “Animazoo greatly enhances the productivity for iClone real-time filmmakers.”

iClone:

“Go Real-Time: Movies, Models & Motion,” Reallusion's theme for SIGGRAPH 2007, is typified by the first look at the next generation of iClone. With its predecessor boasting a 5-star review from C|NET and an install base of over 400K, iClone™ 3 includes an enhanced real-time engine, new features and updated tools. iClone directing evolves with game-style right click reticule menus, in-screen picking and editing of objects, new multi-camera and lighting system, multiple undo, dynamic look-at constraint and automatic link-to for connecting characters to objects.

Motion Capture for Any Budget:

Animazoo motion capture systems are available to suit most applications and most budgets - from the top of the range IGS-190 to the entry-level electromechanical Gypsy Torso. The IGS-190 captures movement using inertial sensors or gyros attached to a lycra suit. Animazoo's advanced software delivers precise, real-time and accurate data. The systems are proven in a wide range of industries including animation, medical research and engineering.

In addition to hardware and software interoperability, Reallusion and Animazoo will offer motion content packs for Reallusion iClone characters connecting Animazoo to the large consumer base of iClone filmmakers. Custom iClone character animation powered by Animazoo is expected to debut in the Reallusion online content store before the 2007 holiday season.

Those who wish to see a demo of how Animazoo and Reallusion's iClone will work together are welcome to stop by the Reallusion's booth at SIGGRAPH (Booth #1829). Reallusion staff will be on hand to answer any questions and offer private demos for members of the media. Attendees are also encouraged to stop by the Animazoo booth (Booth #947) to find out more about their motion capture products.

About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leading-edge software developer providing Hollywood-like 3D cinematic animation tools for PC and embedded devices. Reallusion's pioneering storytelling technology excelling at character animation, facial morphing and voice lip-sync allows fast creation of interactive avatars for 3D real-time filmmaking and previsualization for professional post-production.

Our powerful yet easy-to-use tools make character animation accessible to PC users of all skill levels. Reallusion's development of core technologies and growing base of intellectual property firmly establish the company as power among emerging technology innovators, furthering our graphic and imaging embedded kernels to top-brand device manufacturers worldwide. Its products, including its acclaimed iClone machinima software and its freeware avatar animation tool CrazyTalk for Skype, have been featured in Second Life and on CBS News, in addition to receiving glowing reviews from USA TODAY, C|NET and PC World. For more information, visit: www.reallusion.com.

About Animazoo

Animazoo has been at the forefront of innovation in the world of motion capture since the early 90's. Based in Brighton, the company is the manufacturer of the award winning Gypsy mocap range and IGS-190. It is the market leader in its field. Portable, accurate and easy to operate, Animazoo products are used for live to air television broadcasts, live performance animation, even in assisting motorcycle designers and future astronauts.

Animazoo's motion capture technology is used around the globe by a host of household names including; game developers such as Rockstar North – producers of Grand Theft Auto, and broadcasters including the BBC and RAI TV in Italy. Systems are also used at some of the world's most prestigious universities including Warwick, Glasgow Caledonian, Tokyo and MIT.

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