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Reallusion levels-up iClone5-for-games; partners with Unity Technologies at Game Developers Conference 2012

March 7th 2012, San Francisco, CA - Reallusion premieres the iClone Animation Pipeline with Unity game development support featuring game-ready character design, animation and motion capture at Game Developers Conference 2012.

"Reallusion now connects game developers and designers of every skill level to our real-time 3D animation tools and game-ready content library", said Charles Chen, Reallusion CEO. "The iClone Animation Pipeline enables independent game developers to level the playing-field with an affordable solution to design, animate and export FBX characters for games."

Unity, Unreal, Autodesk and more software users can import, characterize and animate their characters in real-time with the iClone Animation Pipeline. Create and export actors as custom FBX game-characters and performances using the trio of products included in the iClone Animation Pipeline: iClone5, Mocap Plugin & 3DXchange5. The iClone Animation Pipeline also provides a content solution for game developers with access to Reallusion's real-time content store of game-optimized models including many pre-made and fully customizable thematic character designs, accessories and scene props.

"Reallusion's iClone5 is an impressive character creation, animation and motion capture toolbox for Unity developers. Unity welcomes Reallusion as a showcase partner for GDC 2012." David Helgason, CEO Unity Technologies.

Reallusion and Unity Technologies (www.Unity3d.com) partner at GDC to showcase iClone real-time animation advantage for Unity game developers. The iClone Animation Pipeline is a complete character animation solution for animators and non-animators with tools designed to quickly animate actors and bring character performances to life.

iClone5 offers innovative HumanIK puppeteering, real-time motion capture and editing tools to speed up the animation process. Download Unity 3.5 free <http://unity3d.com/unity/download/>

- See the iClone Animation Pipeline GDC demo reel featuring iClone5 characters, Kinect motion-capture & Unity characters: <http://www.youtube.com/watch?v=ATW47KT6nA8&feature=uploademail>
- Reallusion will introduce the iClone Animation Pipeline in the Unity Theater on Wednesday, March 7th at 4PM.
- The iClone Animation Pipeline is on exhibition during the 2012 Game Developer's Conference (GDC), San Francisco **March 7th-9th booth 2137**. Visit Reallusion at GDC and experience a total real-time solution for characters, motion and content creation for games.

iClone5: 3D Characters

iClone for games streamlines character design with game-optimized actor bases, photo-to-3D actor head creation and character clothing customization. Generate multiple character appearances from body-style and facial feature morphs.

iClone5: Animation

Animate characters with HumanIK enabled puppeteering enhanced with actor motion library.

Animation tools accompanying iClone5's motion capture include a slider-driven body motion puppeteering mixer, HumanIK enabled Inverse and Forward Kinematics and motion layers. Mix and blend motions from within Reallusion's character animation library to create custom performances from thematic motion packs like Action Hero, Arguments and Communication. Game developers have the option to create character motion from a library, as motion capture or from automated and freestyle motion blending. Character animation and character models export to video game engines, such as Unity3D in FBX format.

iClone5: Motion Capture

Motion capture with Kinect for Windows and iClone introduces real-time mocap for game developers. iClone5 simplifies animation with instant Kinect-mocap recording, playback and editing. Reallusion, a partner in Microsoft's Technology Adoption (TAP) Program launched support for the Kinect SDK simultaneously with the launch of Kinect for Windows Feb 01, 2012. iClone5 is the first commercially and production ready animation tool to adapt the Kinect SDK. Microsoft is showcasing iClone5 motion capture animation during the Kinect Accelerator tour in NY, LA, Seattle, SFO & Boston.

iClone: 3DXchange5

Customize, animate and export to Unity. Import FBX characters and characterize them for iClone animation and motion capture. iClone 3DXchange5 imports 3D files and converts them for use inside iClone. Imported FBX characters' bones are quickly mapped to iClone's bones and then are ready for animation. Animate your game characters in iClone and export as FBX for use in Unity3D and other game engines. Reallusion is a featured GDC Unity3D partner.

iClone: Content Library

Reallusion's 3D asset marketplace and content store equips developers with instant access to high-quality game props and character designs. Access theme packs for collections of war, sci-fi, and more 3D models. iClone's content library expands the motions in iClone with mood and action based packs. Generate motions for game characters from the mix and blend motion capture files and create your own custom sequences.

iClone's pipeline for games provides a powerful solution for 3D, real-time-optimized game character design, character animation and a massive library of motion packs ready for adding life to your game characters.

The iClone Animation Pipeline will be available for purchase May 2012 for \$799 commercial license. iClone5, Mocap Plugin & 3DXchange5 more info:

<http://www.reallusion.com>

About Reallusion

Developers of real-time animation software and digital imaging technologies, Reallusion opens the threshold of animation creation with tools for first-time animators and professionals that emphasize digital actor creation, lip synch facial animation, simplified motion capture and a total animation production studio. Reallusion's flagship product, CrazyTalk introduced the ability to make any photo talk in 2001. Reallusion's facial animation core now also drives iClone, 3D real-time animation software featuring 3D digital actor creation, body puppeteering, facial animation and motion capture with Kinect for Windows. Reallusion software gives everyday creative storytellers a way to create and share their animations on YouTube. Professionals can apply their skill with the same tools create broadcast HD animation as those seen on ABC's Jimmy Kimmel LIVE and Comedy Central's The Daily Show with Jon Stewart. Partnerships with Microsoft, Intel, Unity, Google and Nvidia fuse cooperation between Reallusion's real-time tools and industry leaders of tech, video games and digital content creation. Reallusion's software is equipped with thematic content from the Reallusion City, a marketplace for content creators and users of iClone and CrazyTalk to create, market and sell their custom actors, props and animation assets. Reallusion tools extend to the mobile arena with iOS apps for iPhone and iPad featuring solutions from Reallusion's digital

imaging products. Apps in the Top 10 in over 20 countries worldwide, Reallusion's Big Lens and additional photo apps have been featured by Leo Laporte on TWiT (This week in tech) and WIRED's Gadget Lab.