

Organic Motion Announces New Funding Round

Acquires Activate3D



Organic Motion just announced some major news. We closed on a new round of funding, led by Foundry Group, and acquired [Activate3D](#). The new funding and acquisition are part of a broader strategy to extend Organic Motion's lead in the role-play training and simulation market. The US military spends hundreds of millions of dollars a year on actors, and Organic Motion LIVE -- an off-the-shelf product developed by Organic Motion and available today -- can help deliver the same training value at a fraction of the cost. Activate3D's technology and engineering expertise have been an important part of that solution. Check out the details and the full press release below!

Organic Motion Can Save Military \$100M's Raises New Funding, Acquires Activate3D



We've just announced some major news here at Organic motion with the acquisition of [Activate 3D](#) and our new round of funding led by Foundry Group.

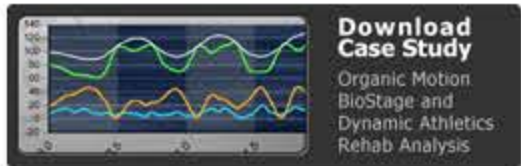
The funding and Activate3D acquisition are part of a broader strategy to double down in the [military training and simulation](#) market, as well as Organic Motion's core game development and animation market.

As part of the deal, Organic Motion acquired Activate 3D technology and intellectual property, and brought on board the excellent engineering team that developed it. Activate3D's Intelligent Character Motion (ICM) technology provides advanced gesture and intention recognition capabilities, allowing motion capture actors to trigger character animations that go beyond the limits of literal motion translation.

[Read More...](#)

Quick, Accurate, Repeatable -- Motion Analysis Case Study

While [motion capture](#) has been used in life sciences for some time, the restrictions posed by marker-based systems has limited its application to a small subset of the most serious cases. The idea of using motion capture to track an athlete's recovery from injury, which requires many repeatable sessions over the course of months, has generally been considered impractical for wide use due to the cost and overhead associated with marker-based motion capture -- until now.



Organic Motion's BioStage has changed the equation of what is practical, and opened up motion capture to a wider range of applications in the life sciences than ever before. Our partner, Dynamic Athletics, has been at the forefront of this change, leveraging Organic Motion's BioStage and layering on their own motion analysis technology and services to provide quick, accurate and repeatable motion capture for sports therapy and rehabilitation. They've seen great success in part because they can work with clinicians to set up an easily repeatable process where a patient can come in for a quick five-minute analysis week after week to track progress. (Because it can take up to an hour to get markers set up and calibrated in a traditional system, this type of ongoing analysis never made sense before.) The

Organic Motion Featured on Discovery Channel (w/ video)



Organic Motion's markerless [motion capture](#) technology, [OpenStage 2](#), was featured on Discovery Channel Canada's Daily Planet show last night, as part of their Future Tech segment. The video came out great, and covers all of the major markets we're in, from animation to training and simulation to life sciences. Check out [the video](#) on Discovery Channel's site! (Note the video is limited to North America only so far... and please be patient through the ads.)



OpenStage 2 In Action



We recently brought in some dancers and martial artists to try out markerless motion capture with OpenStage 2. It was a lot of fun to see these people doing their moves and the results look great. [Check out the video!](#)

If you're an animator and would like to see what OpenStage 2 data looks like, download the sample data:



Learn How Markerless Motion Capture is Changing Animation



As we've worked with more animators and game developers and seen how [markerless motion capture](#) is being used, it has confirmed our expectation that markerless not only saves time and money compared to legacy marker-