

**FOR IMMEDIATE RELEASE**  
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## **Mixamo Debuts ‘Custom Character Creator’ Suite**

*Game Developers Get Fully Rigged 3D Models That Work Seamlessly With All Mixamo Animations*

**SEATTLE – July 20, 2010** – Mixamo Inc. today announced at Casual Connect Seattle new customizable character creation features now available at [www.mixamo.com](http://www.mixamo.com). 3D animators and game developers can create fully rigged characters for their projects in a matter of minutes, according to their specific preferences. Additionally, the entire Mixamo collection of animations can be applied to these characters in real-time for a powerful end-to-end character modeling and animation experience.

Cameron Petty, founder of JumpCore Productions and former CEO/Co-founder of Cryptic Studios, is delighted with this addition to the Mixamo service. “Mixamo’s Custom Character Creator should be a huge benefit to game developer studios of all sizes,” he commented. “From rapid prototyping and background character scenes all the way to playable and non-playable characters, game developers now have a powerful way to create fully rigged characters quickly.”

“We extended the Mixamo concept of high-level controls to modeling, so that 3D professionals have an alternative to technical tasks like manually rigging their character and creating different levels of detail or resolutions,” explains Mixamo Co-founder and CTO, Stefano Corazza. “With our Custom Character Creator suite, users now have a great complement to our character upload and mapping feature. And any characters created work seamlessly with all of our motions using Mixamo’s automatic, real-time retargeting system.”

The new Mixamo customizable characters are geared toward 3D game developers and animators who need 3D rigged models for playable and non-playable characters, cut-scenes, animated shorts, or rapid-prototyping uses such as 3D storyboarding. Users can choose between Standard or Pro characters, depending on the level of customization they require for body shape, hair, clothing styles, and technical settings such as geometry, poly resolutions, textures, and facial rigging. Both Standard and Pro characters, fully rigged, can be created in less than ten minutes.

For specific information about these customizable character features, please visit <http://www.mixamo.com/c/create-custom-characters>.

### **About Mixamo**

Mixamo Inc. is a Silicon Valley, VC-funded company founded by 3D pioneers [Stefano Corazza](#), CTO, and [Nazim Kareemi](#), CEO. Based on research from Stanford University's BioMotion lab, Mixamo offers the first online 3D character animation service that provides 3D game developers the power to customize and create professional-quality character animations at unprecedented speeds. Mixamo currently employs a team of outstanding computer vision experts, 3D animators, software engineers and serial entrepreneurs from around the world.

For more information, please visit <http://www.mixamo.com>, or follow Mixamo on [Twitter](#).

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