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Mixamo Adds Ed Fries and Mark DeLoura to Advisory Board

Game Industry Veterans Bring Unique Strategic Vision to 3D Character Animation Service

San Francisco – September 14, 2010: [Mixamo](#) today announced the advisory board additions of game industry veterans Ed Fries and Mark DeLoura, demonstrating the 3D character animation service's continuing strides with the game developer community. Both Fries and DeLoura bring significant industry experience and unique perspectives to Mixamo's management team.

Fries is most concerned about the practical realities of game creation. "Ballooning production costs and reduced development cycles remain two of the biggest challenges that we face in the game industry," says Fries. "Mixamo's high-quality character animation service provides a uniquely elegant solution to both dilemmas that positively disrupts today's 3D animation ecosystem. I am looking forward to adding my knowledge and insight to the Mixamo management team."

DeLoura believes that developer support layers within the game industry will continue to grow. "The emergence of a sophisticated, yet accessible animation service like Mixamo is a natural evolution of the production cycle," he commented. "Mixamo allows 3D professionals to do what they do best, which is to create. I'm looking forward to working with Ed to provide additional industry focus via the advisory board."

"Ed and Mark joining our advisory board is a true testament to Mixamo's rapid rise within the game industry as a leader in the character animation space," says Nazim Kareemi, CEO and Co-founder of Mixamo. "The management team looks forward to their strategic input to help establish Mixamo as the 3D character animation leader in the game industry."

Ed Fries was a co-founder of the Xbox project and created the Microsoft Game Studios. Under his leadership, the studio published over 100 games, including more than a dozen million+ sellers. Fries retired from Microsoft to continue working in the game industry as an advisor, board member, and consultant to a broad range of publishers, independent game developers, and media companies.

Mark DeLoura has held technology leadership positions with Sony, Nintendo, and Ubisoft. He was Editor-in-Chief of Game Developer Magazine and is the creator of the Game Programming Gems series of books. Mark was recently a Game Strategy and Developer Advocate at Google. He currently sits on the board of directors of the International Game Developers Association and the game charity OneBigGame.

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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