

FOR IMMEDIATE RELEASE
August 24, 2010

Mixamo Unveils Unparalleled Blender Character Animation Support

New Mixamo-Blender Workflow Integration Can Save Blender Artists Up To 75% In Production Time

SAN FRANCISCO – August 24, 2010 – Mixamo Inc. today announced new support for Blender users looking to create high-quality character animations for their 3D projects. The new end-to-end workflow provides the Blender community with a seamless process to add animations to characters created in Blender or from Mixamo's Character Creator Suite directly. The entire collection of Mixamo motions is now accessible to Blender users, which can be found at www.mixamo.com.

Luc Barthelet, CEO of virtual world Tirnua (www.tirnua.com), has already had great success using the Mixamo-Blender workflow. "We were able to integrate Mixamo with our Blender production pipeline quite easily; it has enabled us to add realistic motions to Tirnua five-times faster than if we were to animate by hand," says Barthelet. "Having access to the entire Mixamo collection of animations will be a huge benefit to us as we continue to build up the rich simulation world of Tirnua."

"Mixamo is the first service to offer Blender users easy access to high-quality animations that can be customized and retargeted to any character in real-time," says Mixamo Co-founder and CTO, Stefano Corazza. "With Mixamo, the Blender community can easily apply animations to any character in their 3D scenes by following a simple end-to-end workflow process that we developed."

Blender users can bring Mixamo animations into their projects in several ways depending on their needs, using Collada or BVH format based workflows. Whether importing their Blender-created character models into Mixamo or creating rigged models on Mixamo with the Character Creator Suite, Blender users can customize their animations on characters of their choosing and then easily bring them back into their Blender project. Because Mixamo's sophisticated service simplifies the character animation process through automated, real-time controls, Blender users save up to 75% in production times and 80% in costs.

For specific information about the Mixamo-Blender end-to-end workflow, please visit www.mixamo.com/c/blender.

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](#).

#####

Copyright ©2010 Mixamo™. All trademarks are property of their respective owners and used with their permission.

Reader contact:

Mixamo, Inc.
2415 3rd Street, Unit 239
San Francisco, CA 94107
(415) 255-7455, pr@mixamo.com
www.mixamo.com
www.twitter.com/mixamo