

For Immediate Release
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Emergent and Mixamo Partner to Simplify Character Animation in Game Development

Workflow Integration Between Mixamo and Gamebryo® LightSpeed™ Provides a Powerful, Time-saving 3D Character Animation Solution for Emergent Customers

SAN FRANCISCO and CALABASAS, Calif. – Aug. 11, 2009 – Raising the bar for fast, cost-effective and high-quality 3D game animation, [Mixamo Inc.](#) and [Emergent Game Technologies](#) announced today that users of Gamebryo® LightSpeed™ will now have a seamless integration of character animations when using Mixamo's online service within their game development pipelines.

LightSpeed developers who purchase Mixamo's new animation services have access to a brand new technique for directing, customizing and integrating animation. Emergent customers are now able to significantly reduce production time and cost, while developing premium-quality animations by leveraging this technology integration.

"We are delighted to have Mixamo join our partners program. Mixamo's collection of production-quality, customizable motions and entirely new approach to animation techniques gives LightSpeed users another option for adding great character animations to their games," said John Austin, Vice President of Partners, Emergent Game Technologies.

With an accessible and intuitive interface, Mixamo allows animators to browse through an extensive collection of 3D character motions developed from actual motion capture data. After selecting a desired animation, users may customize the motion using slider-based controls. Mixamo's advanced retargeting capabilities let animators apply the motion directly to their character rig in real-time. Upon completion, the finished animation is downloaded for seamless integration into the LightSpeed pipeline. By alleviating the need for expensive motion capture services and substantially reducing keyframe animation production time and cost, Mixamo significantly accelerates the game development process.

"Emergent and Mixamo share a similar goal to provide powerful time-saving solutions to game developers," says Stefano Corazza, co-founder and CTO of Mixamo. "Our collaborative efforts

provide LightSpeed customers with a seamless workflow, improving their overall productivity and allowing more time for creative control.”

Emergent’s LightSpeed is the newest leap forward in game development technology delivering the only professional technology for start-to-finish multi-genre/multi-platform game development. Enabling rapid prototyping, rapid iteration and rapid production, LightSpeed simplifies game development through a data driven framework that opens doors to exciting game-play possibilities.

Pricing and Availability

Emergent customers utilizing Mixamo’s online animation service within game development workflows will receive a 100 percent motion bonus until Aug. 31, 2009. For further details, please visit www.mixamo.com/promo/emergent.

For Mixamo pricing information and to view, customize and purchase motions, please visit www.mixamo.com. Downloaded motion files are available in FBX, bvh and Collada formats.

Pricing information for LightSpeed is available at www.emergent.net/contactus.

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 across the United States, Canada and Europe.

For more information, please visit www.mixamo.com, or follow Mixamo on Twitter at www.twitter.com/Mixamo.

About Emergent Game Technologies

Best known for its industry-leading 3D game engines, Gamebryo and Gamebryo LightSpeed, Emergent’s technologies have been selected by studios around the globe to bring nearly 300

titles across more than 15 genres to market, including Game of the Year award-winning titles like *The Elder Scrolls IV: Oblivion*, as well as critically acclaimed titles like *Warhammer Online: Age of Reckoning*, *Civilization Revolution* and *Bully*. Emergent is driving "The New Face of AAA," allowing studios to focus on innovative game-play by enabling rapid prototyping, rapid iteration and rapid production with real-time on-target updates for Xbox 360, PLAYSTATION 3 system, Wii and PC. As part of the international development community, Emergent provides world class support and technologies evolved from deep relationships with its developer partners.

Emergent is headquartered in Calabasas, California, and has offices in Chapel Hill, NC; Austin, Texas; London; Tokyo; China and Korea. To learn more, please visit www.emergent.net.

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