

# Dow Jones Financial Information Services

## VentureWire

**By Tomio Geron**

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Online animation company Mixamo Inc. has launched with \$4 million in venture funding.

Granite Ventures and Keynote Ventures provided the Series A funding in July 2008. The company had been in stealth mode since then. Valuation was not disclosed.

The company provides technology that enables animation developers to quickly create "motion capture" animation, which typically can only be done via time-consuming frame by frame design, or via a motion capture studio, where people are videotaped in motion and copied into animation.

Mixamo, however, enables developers to upload their characters, then automatically animates them.

This brings prices down from a typical cost of about \$100 per second of animation to Mixamo's promotional price of about \$35 per second.

The company is targeting businesses, particularly game developers, but could eventually move into a consumer offering.

Mixamo was co-founded by Chief Executive Nazim Kareemi, who was founding chief executive of "seeing car" company Canesta Inc., which has raised about \$44 million to date from Carlyle Venture Partners, J.P. Morgan Partners, Venrock Associates and others.

The company's other co-founder and chief technology officer, Stefano Corazza, developed the technology for Mixamo at the Stanford BioMotion Lab.

<http://www.mixamo.com>