



*****MEDIA ALERT *****

**Brandon Reza Parvini, Creative Director at Ghost Town Media
to Appear at 2014 World Animation & VFX Summit**

*Motion Capture Enthusiast and VFX and Motion Graphics Design Luminary
to Talk about the Role of iPi Motion Capture Technology
on ‘21st Century Tools of the Trade’ Session*

Moscow, Russia – October 20th -- [iPi Soft](#), is pleased to announce that **Brandon Reza Parvini**, Creative Director at LA-based [Ghost Town Media](#), an interdisciplinary visual effects and design boutique that relies on the company’s markerless [iPi Motion Capture](#) software in production, will be a featured panelist at the [World Animation & VFX Summit](#), November 2 – 5, 2014 in Los Angeles.

With the goal of shaping the future of worldwide animation and visual effects by connecting like-minded Industry leaders ranging from studio executives, producers, agents, distributors, technology providers and talent, face-to-face in a warm and intimate club environment, this year’s Summit theme centers on “A Year of Reinvention and Renovation.”

Parvini will join the [“21st Century Tools of the Trade”](#) session with other creative luminaries to explore some of the latest innovations and technologies and strategies for success used at Ghost Town Media that foster creative excellence on film, international branding, broadcast commercials and live-visuals for the world's top performers including Muse, Linkin Park and global brands such as Mercedes and Absolut. Parvini is currently using iPi Soft technology on a high profile project for feature film production company **Blum House** (*Paranormal Activity*, *Insidious*, *The Purge*) and **Universal Studios**.

While at Ghost Town, Parvini has taken on various key roles including creative, technical and overall pipeline director in order to propel the company forward and push past the notions of what a small studio is capable of producing. As a result,

Parvini has developed key relationships with hardware and software developers in order to help influence and embolden the technology that enables artists.

“We were excited to bring iPi Motion Capture into the studio production pipeline for initial testing last year and so far our experience has been great,” says Parvini. “The system is very intuitive and takes about half an hour of setup and you’re able to start capturing. The software is part of a small crop of ‘new-school’ platforms that are helping to motivate the field forward and I’m looking forward to talking about it at the Summit.”

Session Highlight

Session: “21st Century Tools of the Trade”

Date/Time: Tuesday, Nov. 4, 2:15 – 3:15 pm

The World Animation and VFX Summit

The World Animation and VFX Summit takes place November 2 – 5, 2014 as follows:

Location

[California Yacht Club](#)

4469 Admiralty Way

Marina Del Rey, CA 90292

(818) 883-2884

Conference session times and agenda are available [here](#).

About iPi Motion Capture

Introduced in 2009, iPi Motion Capture has been gaining momentum as a professional and reliable alternative for capturing animation data without the need for expensive green-screen stages, clumsy sensor suits with reflective markers or a team of technicians. The software uses sophisticated image processing and computer vision algorithms to recognize and track the human body. The digitally captured movement is then applied to a 3D character and rendered as part of a video game or a computer generated movie.

Members of the Press:

Parvini will be onsite at the Summit on November 5th and available for one-on-one briefings except from 2:15 p.m. -- 3:15 p.m. during his presentation.

Please contact Vicky Gray-Clark, Ambient Public Relations, (408) 318-1980, vicky@ambientpr.com to schedule an appointment. Alternate briefing opportunities are available to those not attending the conference by phone/Skype.

Additional information on iPi Soft is available as follows:

Website: <http://www.ipisoft.com>

Facebook: <https://www.facebook.com/pages/Motion-Capture-Software-from-iPi-Soft/138756049507804>

Twitter: <https://twitter.com/iPiSoft>

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