



iPi Soft Names CamVFX Reseller of its Markerless Motion Capture Desktop Software Technology

Technology Reseller Will Also Bundle iPi Soft Tools with High Performance Hardware and Software for High-End Cinematics Creation Turnkey Solution

MOSCOW, RUSSIA – **iPi Soft** (www.ipisoft.com) announced it has selected technology reseller **CamVFX** (www.camvfx.com) as U.S. reseller of its scalable line of markerless motion capture software. Under the terms of the agreement, CamVFX will also separately bundle the iPi Soft Desktop Motion Capture solution with other high performance software, hardware and markerless related products for an integrated, easy-to-use and accurate motion capture system.

“CamVFX is a proven provider and systems integrator of motion capture technology systems for the entertainment community,” **Michael Nikonov**, iPi Soft’s CEO and Chief Technology Architect said. “Working together, CamVFX is offering a simple yet powerful way to harness the power of iPi Soft’s Markerless Motion Capture technology. For many in the animation and game development community, the CamVFX bundle will prove to be an invaluable way of getting the most of out of our software without any worry over compatibility issues or need for accessories. Everything users need to get started is optimized, along with full tech support from CamVFX.”

According to **Jake Jacobs**, President and Chief Technology Officer of CamVFX,

the markerless motion capture software from iPiSoft, when coupled with a custom set of high performance hardware, provides accurate and professional-looking motion capture in an equally cost and time saving manner.

“We’re delighted to be resellers of the iPi Soft desktop motion capture solution,” Jacobs said. “The iPi Soft technology represents a real paradigm shift for animators and filmmakers working in motion capture, making it more accessible and easier to use. Users can opt to purchase all of the elements required to create exceptional motion capture animation either in a bundle or purchase other compatible hardware separately such as the Sony PS3 Eye or the Microsoft Kinect cameras.”

Serving a creative audience that includes filmmakers, game developers, animation students and beyond, iPiSoft Desktop Motion Capture provides all the benefits of tracking the movement and action of real people that is then easily transferred into 3D animation programs, only now without the need for expensive marker suits and green-screen stage shoots.

CamVFX additionally offers the world’s only markerless 3D virtual camera system in conjunction with the iPi Soft technology that fosters the ability to design high-end cinematic effects in ways never before envisioned.

Pricing and Availability

Pricing and availability information for the iPi Desktop Motion Capture™ markerless motion capture technology, and the bundled top-of-the-line, high performance motion capture system featuring iPi Soft technology from CamVFX, is available at www.camvfx.com.

About iPi Soft

iPi Soft, LLC is a developer of markerless software. Launched in 2009 by CEO and chief technology architect Michael Nikonov, Moscow, Russia-based iPi Soft’s iPi Desktop Motion Capture™ is an entry-level markerless motion capture

technology that lets animators shoot video that can easily convert to professional 3D quality animation. Delivering breakthrough performance for creative professionals involved in previz, animation and the creation of secondary characters, iPi Desktop Motion Capture can be operated by a single person and powered by one computer. Setup of iPi's markerless system is quick and easy, and extremely portable – perfectly suited for small studios, freelance animators and motion capture enthusiasts. iPi motion capture solutions are compatible with many leading game engines, 3D software applications and animation rigs, including MAXON CINEMA 4D, Autodesk Maya, Autodesk 3D Studio Max, DAZ 3D DAZ Studio, Poser, Valve Source Engine, UnrealEngine, Unity and others.

iPi Soft products are available directly from the web site and its worldwide distribution channel. For additional information, on iPi Soft, product pricing or a 30-day free trial please visit, <http://www.ipisoft.com>.

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