



**iPi Soft Set To Showcase iPi Motion Capture™ 2.0 At Machinima Expo
November 16-18**

*Latest Version of Breakthrough Technology Will Also Be On Display At Virtual
Event*

MOSCOW, RUSSIA – DATE: [iPi Soft](#), developers of advanced markerless motion capture software technology, will be on hand virtually at this week's 2012 [Machinima Expo](#) – the five year old event that takes place on the Machinima Expo website via [Livestream](#) and in [Second Life](#) simultaneously -- spotlighting the best of what this growing animation art form, which uses video game technology to create 3D animated films in real time, has to offer.

iPi Soft's Founder and Chief Technology Architect **Michael Nikinov** will offer a presentation on Friday, November 16th at 11:30-12:00pm about iPi Motion Capture™ 2.0 – the latest version of the company's power markerless motion capture software -- that is fast becoming an essential tool in the machinima-making community.

iPi Soft is also an official sponsor of the event and will offer three basic licenses and one standard license to the winners of the Expo's film festival, featuring over 70 films competing for the Grand Jury prize and 3 Jury prizes. The awards will be presented on Sunday, November 18th.



“Motion capture is such an expressive medium for machinima makers,” says Nikonov. “Our goal is to provide content creators with the ultimate solution for creating believable 3D character motion conveniently and affordably without the need of a studio space, special lighting or background.”

“Seeing the brilliant ways machinima filmmakers are incorporating motion capture into their art is truly inspiring, and we’re proud to be a part of this groundbreaking event.”

Machinima Expo is co-produced by **Ricky Grove**, who has been at the forefront of the machinima community as a voice actor and sound designer for over 10 years. He’s also a writer for renderosity.com and recently reviewed iPi Motion Capture™ 2.0, calling it “an excellent application that will continue to get better.”

“iPi Soft's motion capture software will change the way that machinima directors animate their films,” Grove says. “Forget the clunky, robotic character animation you see in many machinima films. Now, iPi Soft will allow you to quickly animate a character realistically and do it in hours right in your living room. The Machinima Expo is proud to partner with iPi Soft to present this cost-effective and simple method of "motion-capture for the masses.”

About iPi Soft:

Launched in 2008 by CEO and Chief Technology Architect Michael Nikonov, iPi Soft, LLC is the Moscow-based developer of iPi Motion Capture, a markerless motion capture software tool that uses sophisticated image processing and computer vision algorithms to recognize and track the human body. The company's breakthrough technology digitizes the movement of a human skeleton, rendering it in expressive 3D characters for video games or computer generated films. Additional information on iPi Soft is available at <http://www.ipisoft.com>.

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Web Resources

iPi Soft website:

www.iPiSoft.com

Click here to read iPi Motion Capture™ Version 2.0 press release:

<http://eon.businesswire.com/news/eon/20120709005439/en>

iPi Soft Motion Capture Version 2.0 images:

http://www.ipisoft.com/pr/screenshots/ipi_v2_screenshot1.tif

http://www.ipisoft.com/pr/screenshots/ipi_v2_screenshot2.tif

http://www.ipisoft.com/pr/screenshots/ipi_v2_screenshot3.tif

iPi Soft Motion Capture Version 2.0 video:

http://www.ipisoft.com/pr/iPi_Mocap_v2_Demo.wmv

http://www.ipisoft.com/pr/iPi_Mocap_v2_Demo.mp4

<http://youtu.be/3fFhEftw7P4>

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