

press release:

Organic Motion demonstrates future of computer vision in Intel CEO's Keynote at CES.

World's First Markerless Motion Capture System Streams Band Members into Virtual World

CES – Las Vegas – Jan. 7, 2008 – At this year's Consumer Electronics Show (CES), the world's showcase for the most innovative technology, Intel Corporation CEO Paul Otellini put the future of Internet collaboration on display. Mr. Otellini and the popular band Smashmouth incorporated Organic Motion's computer vision system into one of the world's first 3D virtual jam sessions. As Smashmouth band members played in separate locations, Organic Motion's technology provided the gateway, instantly digitizing the band's motion and streaming it real-time into a virtual location so the band played as lifelike animated characters.

Organic Motion's markerless motion capture system introduces several unprecedented features for real-time 3D human tracking. The technology frees the subject from wearing any kind of physical markers, and every person is sized and tracked instantly. In essence, Organic Motion creates a natural interface to capture and analyze the millions of complex motions performed by people. This unique ability enables Organic Motion to propel motion capture beyond its current use in animation and production or research facilities and become a driving force in an explosion of computer vision applications that are beneficial for the general public.

"Intel is investing in a vision of the future where game and other cyberspace interactions are controlled by an individual's gestures and voice instead of by game pads and wands," said Justin Rattner, Chief Technology Officer, Intel Corporation. "Organic Motion's computer vision technology is part of that future where the collaborative Internet is visual rather than textual and in 3D rather than 2D. In this era of multi-core processors and mainstream parallel applications, the Organic Motion technology is not only possible but highly affordable. Suffice it to say that the ability to process multiple live video feeds to create accurate 3D models has far-reaching applications in the consumer and enterprise market segments."

By eliminating all mechanical tracking devices and generating data in real-time, Organic Motion captures human motion like never before seen in the industry. This technology can track multiple subjects in rapid succession and utilize their motion instantly – creating unlimited possibilities for new applications such as everyday medical use, new forms of retail interaction, and completely immersive entertainment and branding opportunities.

"Our innovations in computer vision improve the way people interact with technology," said Andrew Tschesnok, CEO, Organic Motion. "Intel's demonstration shows the many ways we can instantly recognize the dynamics of human motion. The same principles can be applied to measure the range of motion in patients, to create live animations ready for broadcast, to analyze athletes, or even to create fully interactive entertainment venues,"

Organic Motion's technology is currently available in three platforms:

- OpenSTAGE™ - the company's most innovative use of its core technology, enabling customized motion systems for use in public venues.
- STAGE™ - a powerful turnkey motion capture system that redefines content creation and animation production capabilities for the entertainment industry.
- BioSTAGE™ - engineered for the life sciences, providing high level biomechanics analysis to doctors, clinicians, researchers and sports professionals, giving them the instant ability to critically analyze human movement.

About Organic Motion, Inc.

Organic Motion, Inc. is a leading innovator of computer vision and highly advanced markerless motion capture systems. The company's core technology dramatically increases a computer's ability to "see" and understand the motion of humans and other living organisms to generate highly accurate 3D tracking data in real-time, without using bodysuits or markers. Organic Motion leverages its patent-pending technology in three turnkey solutions: STAGE, BioSTAGE, and OpenSTAGE. For additional information, please visit www.organicmotion.com.

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