For Immediate Release

Di-O-Matic releases Next-Generation 3D Facial Animation solution

Montréal, Canada, February 22nd, 2011 – Di-O-Matic Inc, a leading developer of 3D character animation software and plug-in for the entertainment industry today released **Maskarad**, a new ground-breaking automatic markerless facial performance motion capture software.

With **Maskarad**, 3D artists now only need a video file featuring an actor's performance to get started creating lifelike facial animations. Using advanced computer recognition, **Maskarad** automatically locates and tracks facial expressions all the while using phonetic recognition to create accurate lip motion.

Maskarad is a markerless motion capture technology that literally puts motion capture on the animator's desktop. You can shoot a video right at your workplace using a webcam or inexpensive digital camera and have it converted to 3D facial animation data in minutes.

 "I've tested and used a lot of 3rd party software in my years of production on some of the best games of all-time like Bungie's Halo3, Ubisoft's Spinter Cell and Prince of Persia to name a few" revealed Jonathan Abenhaim, senior freelance character animator. He continues: *"Maskarad is insanely simple, it outputs results in a fraction of the time it used to take me to produce facial animations and I can easily tweak its animation curves."*

No messy or cumbersome face marker setups and no expensive dedicated hardware is required. **Maskarad** quickly outputs facial animation data ready to be used in your favorite 3D applications.

Before **Maskarad**, realistic 3D facial animation was limited to only a few high-end projects. This was due to the expensive motion capture hardware and laborious post-processing involved either directly or through outsourcing. **Maskarad** will provide an amazing first pass of animation done in minutes without any complicated setups. This is what Di-O-Matic solutions are about...giving you awesome results quicker than anyone else.

"Maskarad provides a remarkable solution for doing facial motion capture." share Lee Dickholtz from Meta Motion. *"Maskarad is the easiest powerful 3D animation tool that I have ever encountered during 25 years of working with 3D animation and motion capture. Di-O-Matic has done an excellent job creating character animation plugins and standalone programs that greatly simplify the life of character animators. Maskarad is another example of their splendid work!"*

For more details on **Maskarad**, please visit the product information page at:
www.di-o-matic.com/products/Software/Maskarad

Pricing and Availability
Maskarad is now shipping. Pricing is US 1499$ for a full commercial version (*protected with ALPServer, Di-O-Matic licensing system with floating license options*), and comes with one year Premium support.
For all pricing and support services visit: **www.di-o-matic.com/products**

About Di-O-Matic, Inc.
Established in Montréal in 2000, Di-O-Matic, Inc. develops high-end character animation software and plug-in applications for professional 3D animation artists and production studios all over the world.
With globally renowned customers including: Activision, Boeing, Blur Studios, Capcom, Disney, RockStar Games, SEGA and Ubisoft, Di-O-Matic software has been used to enhance and animate CG characters like: Batman, Garfield Spider-Man, SpongeBob SquarePants, Mickey Mouse and many more.
www.di-o-matic.com

Di-O-Matic Press Contact: Marie-France Caouette, mariefrance@di-o-matic.com, (514) 369-2400