

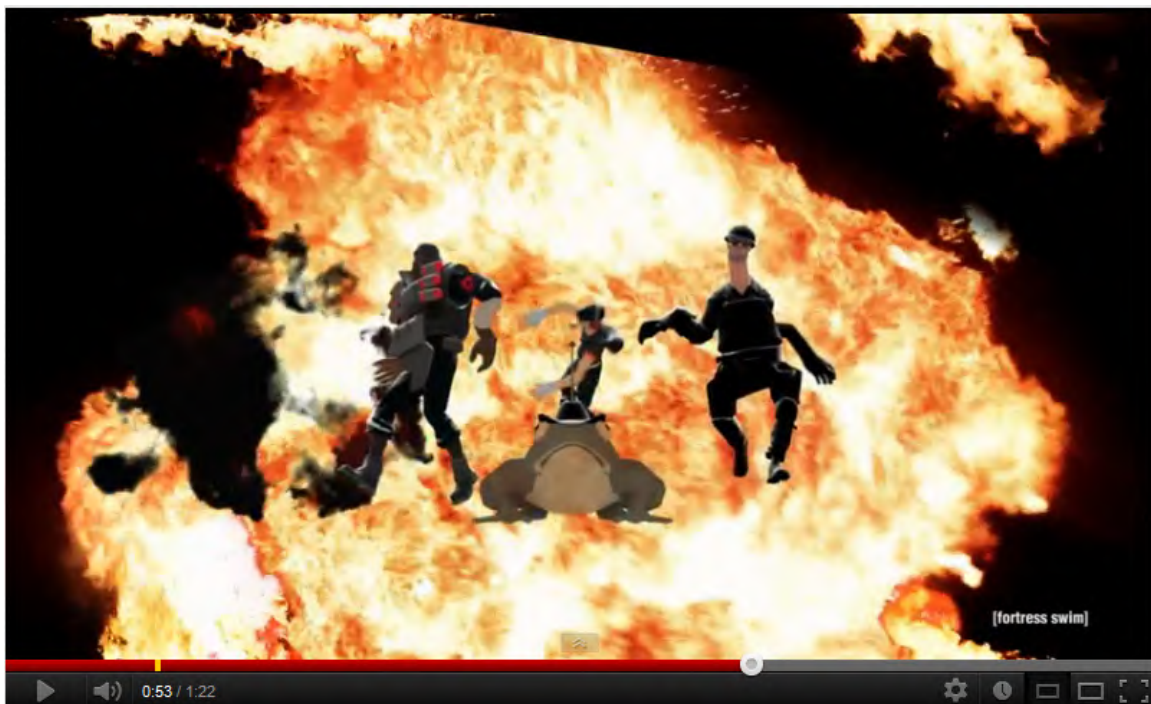


**Light, Camera, Motion Capture:**

**iPi Soft Announces Monthly Filmmaking Contest**

*Winners Will Receive Free License of iPi Motion Capture Software; November's Machinima Expo To Showcase Contest Winners*

---



MOSCOW, RUSSIA – [iPi Soft](#), the leading developer of the markerless motion capture software solution [iPi Motion Capture](#), announces the [iPi Soft Filmmaking Competition](#). Geared to motion capture filmmakers and animators, the monthly contest is designed to shine a spotlight on the innovative ways both creative professionals and amateurs are relying on motion capture techniques to create compelling digital entertainment content.



Each month the iPi Soft team will select one winning entry based on the quality of the film submission. Entries must be created in part using either the free trial version or a full version of the iPi Motion Capture

software. Winners will receive 1 (one) free license of the iPi Motion Capture software (Standard Edition), plus a year of support.

For iPi Soft Founder and Chief Technology Architect **Michael Nikonov**, the contest offers not only a chance for budding filmmakers and animators to find a wide audience for their creativity, but it also gives the company a look at the many inspiring ways filmmakers are using iPi Motion Capture and how the software can be improved to better suit their needs.

“It’s amazing to see how our software, in the hands of talented and imaginative filmmakers, is being used,” Nikonov says. “The submissions are also helpful as we design new features and enhance our current offerings.”

This November, iPi Soft is sponsoring the [2012 Machinima Expo](#), celebrating the best of world machinima online. The event takes place on the Machinima Expo site and Second Life simultaneously on November 16-18. The iPi Soft competition winner in October will be included in a compilation video, along with the previous winners of the iPi Soft Filmmaking Competition since the contest debuted in June, and will run periodically during the Machinima Expo. (Note: the October competition winner will be announced on November 1, 2012).

## **How to Enter**

To enter the iPi Soft Filmmaking Competition, contestants need to produce an original 3D animation using a trial version or a full version of the iPi Soft Motion Capture software, and send a link of the animated video to [comp@ipisoft.com](mailto:comp@ipisoft.com). For complete contest details, please visit: <http://blog.ipisoft.com/2012/06/dont-miss-the-chance-to-win-an-ipi-motion-capture-license.html>.

## **About iPi Motion Capture V. 2.0**

iPi Soft released [iPi Motion Capture™ Version 2.0](#) – the next generation in the company’s scalable line of [markerless motion capture](#) software technology -- last July, to enthusiastic response. Recently, [Renderosity.com](#) reviewer **Ricky Grove** said: “There are several other low-cost motion capture solutions on the market, but none of them produce such high-quality results and are as simple to use as iPi Soft Version 2.0... It's a cost-effective, efficient and fast way to capture motion data.”

iPi Motion Capture V. 2.0 provides filmmakers, CG animators, broadcast motion graphics designers, videogame developers and prosumers in entertainment and other vertical markets, with a toolkit for creating realistic human characters, improved accuracy and new workflow enhancements, including fingers key-framing, female character tracking, and support for an array of motion sensor devices, including ASUS Xtion and Kinect for Windows.

### **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. For additional information, on iPi Soft, product pricing or a 30-day free trial please visit, <http://www.ipisoft.com>.*

*All trademarks contained herein are the property of their respective owners.*

### **Media Contacts:**

Ambient PR, Vicky Gray-Clark, [vicky@ambientpr.com](mailto:vicky@ambientpr.com), 408-318-1980  
Right Word Media Ray Ecke, [ray@rightwordmedia.com](mailto:ray@rightwordmedia.com), 973-726-3797