



iPi Markerless Motion Capture Software Now Available Through The Valve Steam Store

*50 Million Gaming Community Members Gain Access To iPi Soft's Popular and Affordable
Motion Capture Solution*



MOSCOW, RUSSIA March 27 – **iPi Soft** LLC, developer of the iPi Motion Capture™, announced that its acclaimed markerless motion capture solution is now available in the **Valve Steam Store**: <http://store.steampowered.com/app/221200/>

The move provides the 50 million members of the Valve gaming community with an optimized and integrated version of the mocap solution that is currently in use at some of the entertainment industries top game developers, visual effects/animation studios and independent filmmakers.

[Source Filmmaker](#) is the Steam Store's own state-of-the-art movie making tool, built and used by Valve to make movies inside the Source game engine.

Because SFM uses the same assets as the game, anything that exists in the game can be used in the movie, and vice versa.

For iPi Soft Founder and Chief Technology Architect Michael Nikonov, having iPi Motion Capture become part of this hugely popular and respected gaming platform, represents a key stepping-stone in the technology company's growth.

"As any serious gamer knows Valve and Steam Store are the pinnacle of gaming – whether it's the games they've developed or the community surrounding gaming overall," Nikonov says.

"Having our product available to their 50 million members is both an honor and a great opportunity to show just how powerful our markerless mocap solution can be to game developers at all levels. We look forward to seeing how our product is used by the many creative professionals and hobbyists who call Valve home."

The Valve Steam Store is the world's largest online gaming platform that guarantees instant access to more than 2000 game titles ("Half-Life 2," "Team Fortress," "Counter-Strike," "Left 4 Dead" and "Portal 2" among many others), and provides a direct pipeline that connects its 50 million active users to each other.

Pricing and Availability

Details and pricing for iPi Motion Capture are available via the Steam Store at <http://store.steampowered.com/app/221200/>.

Editors Note:

Michael Nikonov will be attending the [Game Developers Conference](#) in **San Francisco March 25 – March 29** and is available to talk about iPi Soft, its markerless motion capture solution and the mocap industry in general. Please contact **Vicky Gray Clark** at vicky@ambientpr.com or 408-318-1980 to set-up a meeting at GDC.

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>.

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