

## Organic Motion

### Social Media Release

04.01.2009

## ORGANIC MOTION'S STAGE™ AND BIOSTAGE™ SYSTEMS GO TO SCHOOLS

### Breakthrough Technology to Drive Next Generation Curriculum and New Programs at Leading Universities and High Schools Worldwide

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#### Twitter Pitch

@OrganicMotion hits classrooms to drive cutting-edge curricula and research focused on using human motion.

#### Summary

Organic Motion, the advanced computer vision software company, today announces the installation of its turnkey markerless motion capture systems, STAGE™ and BioSTAGE™, at a number of leading universities and institutions worldwide. The company's technology dramatically increases a computer's ability to "see" and understand human motion to generate highly accurate 3D tracking data in real-time, without using bodysuits or markers. The technology has been selected to drive innovative curricula and cutting-edge research focused on using human motion. Students at Rochester Institute of Technology, New York University Tisch School of the Arts Asia, Indiana University, Marshall University, the University of Florida, and Tolles Technical & Career Center are all benefiting from Organic Motion's advanced and easy-to-use systems.

### News Facts

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- Organic Motion's STAGE™ and BioSTAGE™, installed at a number of leading universities and institutions worldwide.
- Students at Rochester Institute of Technology, New York University Tisch School of the Arts Asia, Indiana University, Marshall University, the University of Florida, and Tolles Technical & Career Center are all benefiting from Organic Motion's advanced and easy-to-use systems.
- Technology dramatically increases a computer's ability to "see" and understand human motion to generate highly accurate 3D tracking data in real-time, without using bodysuits or markers.

### Full Release Show abstract

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Organic Motion, the advanced computer vision software company, today announces the installation of its turnkey markerless motion capture systems, STAGE™ and BioSTAGE™,

at a number of leading universities and institutions worldwide. The company's technology dramatically increases a computer's ability to "see" and understand human motion to generate highly accurate 3D tracking data in real-time, without using bodysuits or markers. The technology has been selected to drive innovative curricula and cutting-edge research focused on using human motion. Students at Rochester Institute of Technology, New York University Tisch School of the Arts Asia, Indiana University, Marshall University, the University of Florida, and Tolles Technical & Career Center are all benefiting from Organic Motion's advanced and easy-to-use systems.

Organic Motion's technology essentially creates a 'digital clone' of the person being tracked – without wearing any mechanical tracking devices. By completely removing the markers, the technology does not require expensive technicians to operate the systems, or the hassle of time-intensive calibration steps. This allows students to easily step into a system and personally interact with the technology to take advantage of a completely hands-on learning environment.

"Institutions must stay competitive to attract new students, and those students must graduate with the skills necessary to excel in the extremely competitive environments of digital content creation, data visualization and motion analysis," said Christine Arrington, Senior Analyst, Acacia Research Group. "By integrating markerless motion capture, these programs can be much more efficient and effective in using motion capture as a teaching tool in content creation and visualization."

"Whether it's for the film school, research labs, or even the learning hospitals on campus, we're honored that these programs selected Organic Motion to deliver a greater learning experience," says Andrew Tschesnok, CEO Organic Motion. "By incorporating our technology, these schools are creating a more effective way of teaching, allowing students to have direct interaction with the most technologically advanced resource available."

Institutions currently using Organic Motion's STAGE and BioSTAGE

NYU Tisch School of the Arts Asia

One of the world's leading Fine Arts institutions selected Organic Motion's STAGE system to help students master digital animation and video techniques for observation, capture, analysis and visualization of motion from real-life.

Digital Worlds Institute, University of Florida

Digital Worlds (DW) is leveraging Organic Motion's technology to study how people interact in digital arenas, and to create entirely new virtual experiences. DW recently integrated the company's BioSTAGE application, to encourage collaborative research in psychology, neurology, medicine, bioengineering, sports sciences, the performing arts and rehabilitation.

Rochester Institute of Technology, Computer Graphics Design and Computer Science  
RIT recently installed the STAGE system to enhance the virtual theatre experience research in cross-departmental, grant supported, research. Plans extending the use of the system into the classroom in computer graphics, computer science, medical illustration, new media,

games, animation, dance, and motion graphics.

#### Indiana University

IU found Organic Motion's STAGE system ideal for its multidisciplinary research initiatives. Consistent with its new IT strategic plan, the university already has plans for uses in the Schools of Education; Health, Physical Education & Recreation; Communications; Informatics; Telecommunications and Fine Arts.

#### Marshall University, Center for Environmental, Geotechnical and Applied Sciences.

Working closely with the mining industry and U.S. Mine Safety & Health Administration Academy, Marshall is developing a new generation of mine safety training technologies and is currently designing new immersive virtual reality training simulations. The new system will incorporate the Organic Motion STAGE system that will allow trainees to step in, experience and train in hazardous environments in a realistic virtual simulation, without the risk of training in a real hazardous situation.

#### Tolles Career & Technical Center

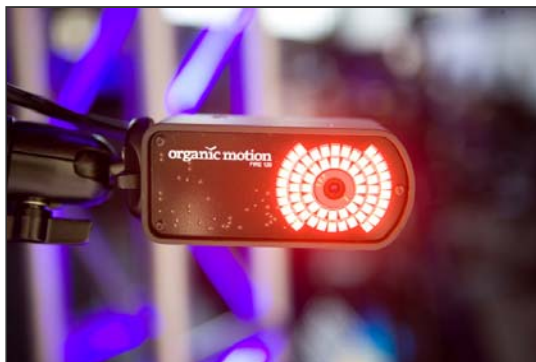
Students in Tolles' computer science department are learning how to create animations for both games and short films. The high school further plans to integrate Organic Motion's BioSTAGE biomechanical analysis package, enabling students to analyze exercises and stress injuries.

#### Benefits to Education Institutions

Organic Motion's turnkey STAGE and BioSTAGE systems provide a number of benefits to institutions, including:

- Transforming the Teaching Experience
- Simplified Capture Process
- Multi-Discipline Applications
- Robust Software Developer Kit (SDK)

To see full case studies on how each of these institutions are using Organic Motion's technology, and examples of student work, please visit [www.organicmotion.com](http://www.organicmotion.com).





**Captions:**

- 1) Organic Motion's system uses 14 camera to capture the movements of an individual, without having to wear body suits, markers or tracking devices of any kind.
- 2) Organic Motion's CEO, Andrew Tschesnok in the company's LitePod system.
- 3) Organic Motion's system tracks the movements of anyone in real-time, without the use of bodysuits or tracking devices of any kind.

**organic motion****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 commercial solutions: STAGE, BioSTAGE, and OpenSTAGE™. For additional information, please visit [www.organicmotion.com](http://www.organicmotion.com).

Organic Motion has worked with some of the world's foremost entertainment and technology companies, including Intel, Disney, The Sony Wonder Technology Lab and BMC.

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**Organic Motion**

336 W. 37th St.  
7th Floor  
New York, NY 10018  
(212) 776-6100  
[Website](#)

**Press Contact**

Chris Michaels  
Office: (310) 481-1431 Ext. 18  
[Email \(mailto:chris.michaels@fusionpr.com\)](mailto:chris.michaels@fusionpr.com)  
[Twitter](#)  
(<http://www.pitchengine.com/organicmotion/organic-motions-stage-and-biostage-systems-go-to-schools/7691/chrisamichaels>)

**Interview Request**

Chris Michaels  
Office: 310-481-1431 Ext. 18  
[Email \(mailto:chris.michaels@fusionpr.com\)](mailto:chris.michaels@fusionpr.com)

**Product Sample Request**

Jonathan Rand  
Office: (212) 776-6100 Ext. 111  
[Email \(mailto:jonathan@organicmotion.com\)](mailto:jonathan@organicmotion.com)



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