

## Naturalpoint Announces Motion Capture for Under \$5000

### *Price Reduction in the Motion Capture Field*

August 09, 2007 - 22:44

With the release of the ARENA Optical Motion Capture package, both consumers and professionals alike have access to technology used by movie studios and game developers. At only \$5,000, ARENA opens the possibilities of motion capture to everyone.

ARENA, a comprehensive motion capture package, is the foundation of everything you need to setup your own full body optical motion capture studio. Six high-speed smart cameras capture natural human movement with optical precision, and a standard USB interface allows for processing on a laptop computer - portability that is unprecedented. The intuitive and easy to use ARENA software is designed to allow a single person to both be the actor and run the capture session at the same time; another industry first.

NaturalPoint President Jim Richardson remarks, "We are very excited to see what our customers will create. The possibilities are endless. With ARENA and today's rendering tools, a single actor can become every character and create realistic animations that were only possible in a studio before."

With a breakthrough price point of \$5,000, compared to over \$30,000 for existing systems, ARENA is ideal for consumers as well as game developers and movie producers. Users can preview their ideas without traveling to a separate facility or paying daily rental fees, which often exceed the cost of a complete ARENA system. ARENA can be configured with up to 12 cameras, and capture volumes up to 20 square feet.

By taking the cost and complexity out of motion capture, NaturalPoint has opened the door to new creative opportunities that can now come out of the garage as well as the studio.

More Information at: [www.naturalpoint.com/optitrack](http://www.naturalpoint.com/optitrack) - Video Courtesy of NaturalPoint