



# MOOV selects Vicon to bring high-quality 3D animation to Quebec City's first motion capture studio

*The new mocap division of Squeeze Studio Animation has chosen Vicon to offer realistic animation services for the international media and entertainment industry*

OKFORD, UK, June 12, 2017 /EINPresswire.com/ -- [Vicon](#), the motion capture (mocap) technology specialist for the entertainment, engineering, virtual reality and life science industries, has announced that MOOV, the first mocap studio in Québec City, has invested in [Vicon Vantage](#) cameras and Vicon's new VFX mocap software, [Shōgun](#) to offer high-quality 3D animation services for the video game and film industries. MOOV is a new mocap division of Squeeze Studio Animation, an award-winning animation studio whose credits include Transformers: Age of Extinction, Dragons 3D, and Assassin's Creed IV: Black Flag – Freedom Cry DLC trailer. Renowned for offering high-quality keyframe animation services for clients like Disney, Marvel, Mattel, Microsoft, Sony, Samsung, and Ubisoft, Squeeze decided to expand its offering with a new mocap studio in response to high demand for realistic animation for video games and films.

With Squeeze's unique talent for bringing 3D characters to life, MOOV opens collaborative opportunities for video game, TV and film producers. The mocap studio has invested in Vicon technology to reach the superior level of excellence with realistic animation that Squeeze achieved with keyframe animation.

"With the creation of MOOV, Squeeze becomes a unique one-stop shop for high-quality animation projects," said Denis Doré, Squeeze's CEO, President and Co-founder. "By combining Squeeze's keyframe expertise and MOOV's mocap knowledge, and by using Vicon's very advanced technology, we are able to push our animations to the next level and bring more magic into the art of animating characters."

Vicon's Vantage cameras help MOOV to deliver realistic 3D animations for the most technical projects. Vantage combines advanced, powerful features with added intelligence, making it easy to use and accessible for all mocap applications. The powerful combination of Vicon's long-held, industry-leading 16-megapixel resolution and its re-engineered processing algorithms and tracking capabilities, enables Vantage to capture much higher quality data, providing key benefits to the film and video game industries.

Working with Vicon Vantage cameras, Vicon's newest software Shōgun, will give MOOV real-time metrics on all the key factors affecting camera and system health. This will allow the team to quickly recalibrate cameras on the fly within minutes while continuing to capture performances. With Shōgun's unbreakable real time, capturing multiple actors completing complex interactions—like folding arms, hugs and stunt work with props—is easy and intuitive. With direct support for all the major real-time game engines, pre-visualization and animation processes are enhanced with direct visualization of the final scene.

"The combination of Squeeze's expertise in animation, MOOV's extensive mocap acumen, and

Vicon's industry-leading technology creates a highly compelling offering for Quebec City's burgeoning film and games industry," said Jeff Ovadya, Sales Director at Vicon. "With Vicon Vantage cameras and Shōgun software, MOOV can help video game and film producers bring their creative visions to life with the highest-quality realistic animations."

For more details and updates, follow Vicon's Twitter and Facebook pages.

#### About MOOV

MOOV combines acting and technology to create the ultimate 3D motion capture animation experience. Focused on realism, the studio provides high-quality services to turn your mocap project into a "wow moment". Along with a state-of-the-art motion capture volume ready for full-performance capture and animation services, MOOV offers a solid expertise in retargeting, cleaning and enhancing in-game or cinematic/cutscene animations. Our mission: bringing soul to each and every character. For more information, visit [moovstudio.com](http://moovstudio.com).

#### About Vicon

Academy Award®-winning Vicon is the world's largest supplier of precision motion capture and tracking systems. It serves customers in CG animation, object tracking, virtual and augmented realities, engineering, broadcast, biomechanics, sports and clinical sciences arenas.

Vicon is a subsidiary of Oxford Metrics (LSE: OMG), the international software company servicing government, life sciences, entertainment and engineering markets. Other holdings include: Yotta, a provider of software and services for infrastructure asset management.

Amongst many others, Vicon global clients include: Framestore, Audiomotion, The Imaginarium, Quantic Dream, Ninja Theory, Konami, Activision, Sony, Dreamworks, ILM, USC, EA, Capture Lab, 2K Games, CD Projekt, Digic Pictures, IO Interactive, Creative Assembly, Plarium Games, Mocap Lab, Season

VR: Artanim, VR Tech, Dreamscape VR, Canon, Samsung

Broadcast: Vizrt, hunan TV

For more information about Oxford Metrics and its subsidiaries, visit: [oxfordmetrics.com](http://oxfordmetrics.com), [www.vicon.com](http://www.vicon.com) or [www.yotta.co.uk](http://www.yotta.co.uk).

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