



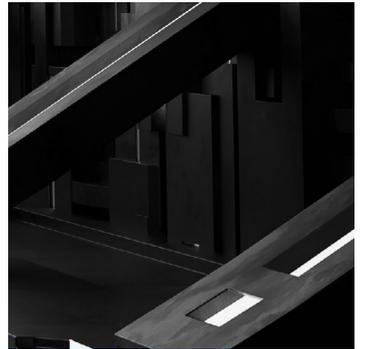
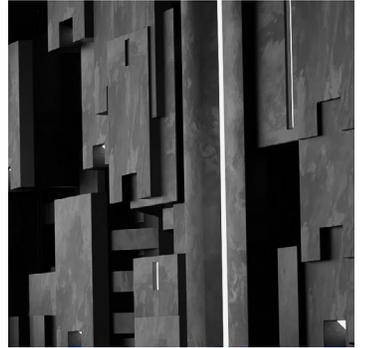
MOTION ANALYSIS

**Centroid creates
poetry in motion
on location and in
the studio**





Established in 1996, Centroid Motion Capture offers motion capture services primarily for games, television and film. The studio's impressive portfolio includes Assassin's Creed, Call of Duty: Infinite Warfare, Need for Speed Payback, Dr Strange, Pacific Rim Uprising, Beauty and the Beast, Game of Thrones seasons 6 and 7, Hulk VR Experience, and Crisis on the Planet of the Apes VR.



Flexible camera configurations, without compromise

Philip Stilgoe is the CEO of Centroid. “We have been using Motion Analysis systems since our inception and are still very happy with their technology and support. Their next-generation cameras enable us to capture amazing volumes of high-quality data using under a hundred cameras.”

Using the Raptor camera system, the studio is able to offer both truss-mounted and tri-pod configurations and is able to shoot on set under film lighting, or outside in natural environments. As a result, bespoke performance volumes to capture animals, or shoots in more unusual environments such as ice rinks, equestrian centers, and tennis courts are always possible.

“The flexibility of the camera configurations is one of the best features of this system,” says Stilgoe. “And it’s always backed by excellent support. Motion Analysis is always willing to help us configure complex shoots and have even hired additional cameras to us for larger shoots.”

Powerful motion software for efficient motion capture and editing

Motion Analysis’ motion capture and editing software, Cortex, makes the real-time previsualization process flexible and straightforward by elegantly separating data processing tasks such as tracking, identifying, skeleton solving, and retargeting. Cortex includes powerful features that allow new subjects to be set up quickly, in a single step. It is compatible with applications such as Maya, MotionBuilder, Unity, and Unreal in both real-time and from data files.

“Cortex is a brilliant piece of software,” says Stilgoe. “It’s easy to use and very robust, giving us great quality data from pre-production to delivery.”

Cortex comes with several handy modules embedded, including Calcium Solver, a powerful skeletal creation, setup and motion solving solution; and Continuous Calibration, a self-diagnosing, self-correcting camera calibration tool.

A partnership approach



Motion Analysis values the insight and experience of its customers and relies on them to guide product development and to test new systems.

“As a customer, we enjoy testing new Motion Analysis technology. We enjoy being part of the process and the resulting technology just gets better and better.”

Facing the future

Centroid recently opened a new performance capture studio in the UK - one of the largest and most advanced in the world. The facility is equipped with 84 Motion Analysis Raptor 4 cameras with an additional 148 Motion Analysis cameras in reserve.

Using these, Centroid offers a state-of-the-art full performance capture volume of up to 23m L x 13m W x 5m H, capturing face, body and fingers simultaneously.

The volume has the capability of capturing 10 performers simultaneously, which is suitable for the most demanding of cutscenes, stunt co-ordination, crowd simulation and sports applications.



"Our new facility offers more space, the best technology, and all the comforts our clients have grown to love."

About Motion Analysis

Create a world-class movement analysis facility using superior motion capture technology.

Motion Analysis has been trusted by researchers, educators, coaches, and physical therapists around the world for over 35 years. Choose from a range of powerful out-of-the-box modules or customize the system to meet your needs. Either way, you're guaranteed accurate data collection and translation, instantly.

Motion Analysis is a leading manufacturer of high-performance optical instrumentation systems that test and measure the movement of objects. Our systems evaluate motion in a wide variety of industries, including animation production, broadcasting, movement analysis, and industrial.

Motion Analysis is headquartered in California, with an office in the UK and resellers around the world.

To learn more visit:

<https://www.motionanalysis.com/movement-analysis/>

See it in action today

Contact our friendly consultants to see our movement analysis solution in action today.

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