For Immediate Release

VICON and ARTANIM announce strategic partnership to bring forward the next era of Immersive Virtual Reality combining VR glasses with motion capture.

Artanim today announce that it has developed and is delivering a new technology allowing users to experience, physically interact, and collaborate in a virtual 3D environment using Vicon motion capture technology.



Geneva, Switzerland – January 21th, 2016

Vicon's expertise as a world leader in the field of motion capture combined with the ground breaking technology issued from fundamental research undertaken in the last four years by Artanim, has led to the launch of the only

solution available today offering a “matrix-like” degree of immersion over a large area, up to hundreds of meters square.

Real Virtuality is a multi-user immersive platform combining a 3D environment – which can be seen and heard through a VR headset – with a real life stage set. Users are tracked by the Vicon motion capture system allowing them to see their own bodies and move physically in the virtual environment.

“Today 3D visualization is widespread and apparent in nearly every aspect of our lives. We have reached a point where most users aren’t aware whether the visuals they “interact” with are photographs or computer generated. However, the current adoption of monitors which represent only the “illusion” of the depth, does not completely satisfy the requirement of an “immersive” experience. The next big tech leap will come with how we interact with these models and visualize information in space. As the technologies devoted to visualization such as VR will become mainstream in the near future, the final goal will be to deceive the five human senses in a way that the user can believe to live in a real environment” said Dr. Caecilia Charbonnier, Co-founder of Artanim.

“Real Virtuality brings a once in a lifetime experience. Unlike other static position VR systems, Real Virtuality allows users to become immersed in a VR scene by walking, running, interacting with physical objects and meeting other people. Because user’s movement exactly match their avatars movements in the 3D environment and are streamed to the users with very low latency, there is no discomfort or interface required. The bodies of the users become the interface” said Imogen Moorhouse, C.E.O. at Vicon.

Real Virtuality has been selected to feature at the Sundance Film Festival 2016. The platform will be showcased in the New Frontier program and will be available for demonstration from January 22 until January 30 on the 3rd floor at New Frontier Claim Jumper, 573 Main St, Park City

You can watch a video of Sundance FF Real Virtuality experience here: https://youtu.be/kxW5H4xj1kA
You can download copyright free pictures here: www.artanim.ch/ftp/ArtanimSundance.zip

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About Vicon

Academy Award®-winning Vicon is the world’s largest supplier of precision motion tracking systems and match-moving software. It serves customers in sports performance, research and biomechanics industries. As well as those in robotics, ergonomics, film, visual effects, video games and broadcast television sectors.
Vicon is a subsidiary of OMG (Oxford Metrics Group - LSE: OMG), plc., the technology group providing computer vision products and services for the entertainment, life science, engineering industries and consumer electronics markets. Other holdings include: OMG Life, our IP licensing business; and Yotta, a provider of software and services for infrastructure asset management.
Among many others, Vicon global clients include:

- ***Engineering:*** *European Space Agency, BMW, Council for Scientific and Industrial Research – South Africa, ETH Zurich, Korea Institute of Ocean Science and Technology, NRL, UPENN GRASP, MIT, Ford and General Motors*
- ***Entertainment:*** *Framestore, Audiomotion, The Imaginarium, Quantic Dream, SEGA, Konami, Activision, Sony, Dreamworks, ILM and USC*
- ***Life Sciences:*** *Imperial College – London, Nuffield Orthopaedic Centre - Oxford, Headley Court, University of Western Australia, Adidas, Digital Human Research Centre - Japan, Gillette Children’s Specialty Healthcare, Shriners, Marquette, UMich and Red Bull*

For more information about OMG and its subsidiaries, visit: www.omgplc.com, www.vicon.com or www.yotta.co.uk.

About Artanim

Artanim is a Swiss research institute and company specialized in the development of cutting-edge immersive and interactive systems around motion capture and VR. With the Real Virtuality platform, it aims to offer unforgettable experiences to a wide range of users.

For more information about Artanim and its subsidiaries, visit: artanim.ch or artaniminteractive.com

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