



# ***Kinetic Impulse***

***Digital Performance Consultants***

**Website:** [www.kinetic-impulse.com](http://www.kinetic-impulse.com)

**E-Mail:** [mocap@kinetic-impulse.com](mailto:mocap@kinetic-impulse.com)

**Tel:** +44 (0) 7788 710481

# Contents

<b>1</b>	<b>Studio Design Consultation.....</b>	<b>3</b>
1.1	Goals, Technical Expectations, and Market Analysis.....	3
1.2	Studio Design and Specification .....	3
1.3	Studio Implementation.....	3
1.4	Technology Training.....	3
<b>2</b>	<b>Studio Management and Facility Operation Services .....</b>	<b>4</b>
2.1	Strategic Partnerships.....	4
2.2	Character Animation & Physical Movement Direction .....	4
2.3	Project Management .....	4
2.4	Workflow and Pipeline Design and Implementation .....	4
2.5	Research and Development.....	4
2.6	Profiling .....	4
2.7	Development of Motion Capture Training Programs .....	4
<b>3</b>	<b>Project Management for Character Animation &amp; Motion Capture Production.....</b>	<b>5</b>
3.1	Character Development.....	5
3.2	Script Break-down .....	5
3.3	Budgeting.....	5
3.4	Motion Capture Production.....	5
3.5	Acting Direction.....	5
3.6	Puppetry and Human Interface Device Implementation .....	5
3.7	Character Animation Direction .....	5
3.8	Real-Time Character & Virtual Set Integration .....	5
<b>4</b>	<b>Software (see Products on website) .....</b>	<b>6</b>

# 1 Studio Design Consultation

Consultancy Services are offered to clients for the designing, implementation, and training of Motion Capture facilities.

The duration of these services may encompass the complete facility implementation process, starting from concept and concluding at the completion of installation and training.

The services may include, but not limited to:

## **1.1 Goals, Technical Expectations, and Market Analysis**

Define technical and service expectations, local and far market analysis, short and long term objectives.

## **1.2 Studio Design and Specification**

Specification of technology and staffing requirements.

## **1.3 Studio Implementation**

Source equipment from known dealers, and industry knowledge.

Supervise installation and configuration of equipment.

Interview additional staff.

## **1.4 Technology Training**

Train staff in the use of Motion Capture Technology including:

- Advanced set-up & configuration
- Human anatomy for motion capture
- Real time rendering
- Professional Audio & Video integration
- Software and hardware
- Instigate third party training for software and hardware where appropriate

## **2 Studio Management and Facility Operation Services**

Services are offered to clients for the short and/or long term management and facility operation.

The services may include, but not limited to:

### ***2.1 Strategic Partnerships***

Development of strategic partnerships with hardware & software manufactures, research & development establishments, distributors, vendors, et al. Some equipment costs may be negated/reduced by strategic partnerships.

### ***2.2 Character Animation & Physical Movement Direction***

Direct primary human and animal acting and secondary computer animation for the creation of subtle and believable 3D character performances. Train acting talent on the performance nuances required for extracting excellent motion capture data. Train animator in performance character animation.

### ***2.3 Project Management***

Client liaisons for motion capture requirements. Management of budgets, motion capture solutions, 3D model specifications, data production & application, scheduling, resources, and delivery.

### ***2.4 Workflow and Pipeline Design and Implementation***

Construction of procedural processes and resource management for the recording and application of motion capture data to 3D computer graphic models.

### ***2.5 Research and Development***

Initiate and develop research activities for the advancement of motion capture and 3D character animation.

### ***2.6 Profiling***

Aid in the development of a marketable image, style, and quality control for the motion capture activities of the clients facility. Recommend and/or manage advertising & market exposure activities to encourage new business opportunities to utilise the facility.

### ***2.7 Development of Motion Capture Training Programs***

Design and implementation of training programs including systems design, set-up & calibration, motion capture techniques, and hardware & software.

### **3 Project Management for Character Animation & Motion Capture Production**

Services are offered to clients for the production of Digital Performance Animation, Motion Capture Data, 3D Character Animation, and Animatronic Motion.

The services may include, but not limited to:

#### ***3.1 Character Development***

Development of character personalities, aesthetic design, physical nuances, traits, and vocal properties. Supervise 3D modelling and development for compliance with Motion Capture Data.

#### ***3.2 Script Break-down***

Analysis of scripts, breaking them down into development requirements, character identities, shot lists, and production schedules.

#### ***3.3 Budgeting***

Formulation of budgets for Motion Capture Production and Character Animation Development.

#### ***3.4 Motion Capture Production***

Sourcing of suitable Motion Capture Facilities and management of data production. Quality control of data clean up / post-processing, and supervision of application of data to 3D models ensuring highest level of subtlety and realism in transfer from actor to Computer Generated Character / Animatronic robot.

#### ***3.5 Acting Direction***

Acting performance direction for motion capture – direction of body movement and physical performances to result in highest quality motion data

#### ***3.6 Puppetry and Human Interface Device Implementation***

Hire, and/or installation of alternative animation technology. Source technology, implement, and train animators in the use of digital interface devices. Source puppeteering talent, and performance direction for character personality continuity.

#### ***3.7 Character Animation Direction***

Direction of Character Animation for either primary or secondary level animation. Maintain performance nuances & personality throughout the character development process.

#### ***3.8 Real-Time Character & Virtual Set Integration***

Development of Real-Time Characters for Broadcast, Trade Show, and Presentation. Manage rental, and/or installation of Virtual Set Studios.

## **4 Software** (see [Products](#) on website)