



PRESS RELEASE

PO BOX 527
BURLINGTON, VT USA 05402
www.ascension-tech.com
802.893.6657

MEDIA CONTACT
Anna Januszczyk
ajanuszczyk@ascension-tech.com
802.893.6657 x10



Ascension's MotionStar – Keeping the News from Wall Street Animated

BURLINGTON, VERMONT; August 19, 2008: **Ascension Technology Corporation's** MotionStar[®] is being used by Live Spark of Minneapolis, Minnesota, for its production of weekly "infotainment"/financial news episodes, featuring two animated characters, "Hoofy" (a news anchorman "bull") and "Boo" (a "bear" reporter).

Originally created as mascots by Wall Street client Minyanville Publishing and Multimedia, "Hoofy and Boo" are the first two Minyanville characters to be animated by Live Spark, and they cleverly embody contrasting "bullish" and "bearish" perspectives for their news reports that are primarily based on activity in the financial markets. "Hoofy and Boo" have been featured on Yahoo Finance for more than a year and have made regular appearances on Fox Business News since October of 2007. To see the hilarious team of "Hoofy and Boo" in action, go to <http://www.minyanville.com/mvtv/>

Live Spark has used Ascension's MotionStar for 10+ years, for both show production and live performance animation. While "Hoofy" and "Boo" are Live Spark's current media darlings, they

simply top a list of numerous Live Spark “AniMate” celebrities whose successful careers are linked to the company’s long-time use of MotionStar for real-time motion capture of human motions. Famous Live Spark-created characters include: Charlie the Tuna, Wilma Flintstone, and the Pillsbury Doughboy.

Producer David Stewart states that Live Spark initially selected the MotionStar system because it “integrated best with our performance animation software (formerly FilmBOX, now Motion Builder from Autodesk).” In addition to using the original MotionStar wired-system, Live Spark also takes its MotionStar Wireless, an untethered system, on the road for live performance. Stewart notes that many live performance environments are “not ideal” due to small spaces or low ceilings. According to Stewart, MotionStar works well with “a relatively quick setup” and “ease of use combined with versatility.”

According to Ascension Vice President, Jack Scully, Live Spark is “a perfect example of what animators can do with magnetic tracking once they understand its capabilities. They don’t push the system beyond its limits. As a result, they have maximized productivity over the years and produced a large volume of popular animated characters.”

Live Spark, based in Minneapolis, Minnesota, has been imagining, creating, and giving a voice to live animated characters—known as AniMates--since the early 1990s. The firm has created hundreds of AniMates all over the world, for companies such as Honeywell, JVC, Pillsbury, and many more. Founded by Dan Yaman, Live Spark also focuses on other elements of strategic face-to-face communication, including event consulting and game show design. More information about Live Spark is available at www.live-spark.com or from David Stewart at 612-252-9530, ext. 212.

Ascension Technology Corporation, based in Burlington, Vermont, USA, is a world leader in magnetic motion tracking solutions for real-time animation, visualization, medical, and industrial applications. More information about Ascension motion-capture products is available at www.ascension-tech.com or from Joanna Harrington at 802-893-6657, ext. 44.

--END--