



Leading visual effects studio chooses Xsens' inertial motion capture technology

- Double Negative uses Xsens MVN for upcoming titles -

London, (UK), Enschede (The Netherlands) -- August 5th, 2009 -- Xsens Technologies, creator of MVN, the leading camera-less motion capture solution, announces Double Negative Visual Effects as a new customer. This confirms further acceptance of MVN as a proven motion capture technology in the mainstream film industry.

Double Negative (known for Angels & Demons, Harry Potter and the Half Blood Prince, The Boat that Rocked, Fast & Furious, Quantum of Solace, a.o.) will be using Xsens MVN (formerly Moven) during production of their upcoming film projects. The MVN system seamlessly integrates with their existing production pipelines and provides extremely short turn-around times.

Double Negative, currently working on Harry Potter and the Deathly Hallows: Part 1, Iron Man 2, Prince of Persia: The Sands of Time a.o., has deployed Xsens MVN for on-set performance capture and real-time previs for their latest cutting edge film productions.

'Double Negative is a leader in their industry. We are very proud to have them as customer', says Casper Peeters, CEO of Xsens Technologies 'Their studio not only recognizes the flexibility, quality and ease of use that Xsens MVN brings, but also its cost efficiency, bringing positive bottom line results.'

Xsens Technologies will be demonstrating the MVN system and the integration of its high quality output with MotionBuilder® at SIGGRAPH 2009, Booth 2819, New Orleans, August 4-6.

About Xsens Technologies

Xsens is a leading supplier of 3D motion tracking products based upon miniature MEMS inertial sensor technology. Since its inception in 2000, several thousands of motion sensors and motion capture solutions have successfully been deployed in areas such as 3D character animation, rehabilitation and sports science, and robot and camera stabilization. Customers include Electronic Arts, Sony Pictures Imageworks, Össur, Daimler, Saab Underwater Systems, Kongsberg Defence & Aerospace and many other companies and institutes throughout the world.

Xsens' research department has built a unique portfolio of technologies and know-how in the field of multi-sensor data fusion algorithms, combining inertial sensors with aiding technologies such as GPS and RF positioning and biomechanical modeling. The company and its products have received several awards, amongst which 3 consecutive ratings in Deloitte's ranking of fastest growing technology companies in Europe.

Xsens is headquartered in Enschede, The Netherlands and has an office in Los Angeles, CA, US.

<http://www.xsens.com>

About Double Negative Visual Effects

Double Negative, located in the heart of London's Soho, was set up in 1998 with a team of 30 staff. Since then the company has grown to 510+ staff, making it Europe's largest provider of visual effects for Film. Through our steady and constant growth we have always sought to retain the creative drive and involvement of our artists through all projects, continuing to ensure that they have a close collaboration with clients. This approach ensures films both small and large receive the same high standard of creative and technical service.

<http://www.dneg.com>