

Animation Vertigo Sponsors Second Annual XDS Conference in Vancouver

Written by Australian Business

VANCOUVER, BC, August 22, 2014 **/24-7PressRelease/** -- Animation Vertigo, a U.S.-based motion capture animation company to leading entertainment industry companies, announces its sponsorship of the second annual External Development Summit (XDS). The conference takes place Sept. 10 - 12 in Vancouver, Canada, and is the sole professionals-only event that aims to promote cooperative advancement of external development for the video game industry specifically focusing on art, animation and software engineering.

Animation Vertigo has remained the first and only motion capture animation company to tap in to the world-class talent and resources of motion capture artists and motion editors in the Philippines. Animation Vertigo celebrates its 10-year anniversary this year, and since its founding in 2004, the company has maintained a reputation for high quality work, security and timely motion capture solutions. It has established itself as a leader in data clean-up, tracking, solving, retargeting, editing and animation outsourcing.

Animation Vertigo CEO and Founder Marla Rausch is a true leader on the topic of outsourcing with her knowledge and experience in seeking topnotch talent while keeping costs down. "Since we began 10 years ago, we've grown from five team members to almost 50. The demand for high quality at a low cost is growing in the gaming industry, meaning that outsourcing is now a viable solution. Our full-time team of talented artists and animators produce high-quality games and movies in collaboration with the world's top entertainment companies. The gaming industry is a global market, now that many major companies are comfortable in knowing that their intellectual property is protected and the work is financially sustainable."

Rausch continued, "Being a sponsor of XDS for the second year was an easy decision for us to make. It is important that we shed light on the benefits of external development in the gaming industry. It isn't just about us as individual companies, but what we offer as a whole. We're a worldwide community."

Some partners that Rausch and her team of artists have proudly worked with include Activision , EA Games , NetherRealm, Quantic Dream , UbiSoft and WB Games .

For more information about Animation Vertigo, visit <http://www.animationvertigo.com>.

About Animation Vertigo Animation Vertigo provides high quality and reliable solutions for motion capture animation needs. Established in 2004 and headquartered in Irvine, Calif., Animation Vertigo has set the standard in motion capture outsourcing, exceeding expectations for its video

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game, television and film clients. The company's production center is located in Manila, Philippines, tapping into tremendous talent, resources and artists. Visit <http://www.animationvertigo.com> for more information.