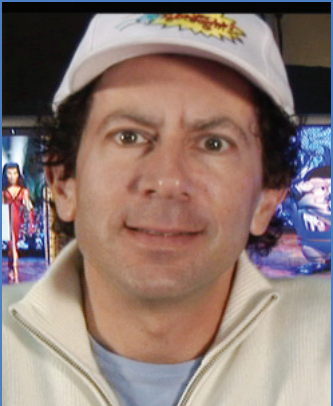


# IBM-MIT/ESD INNOVATION LECTURE SERIES

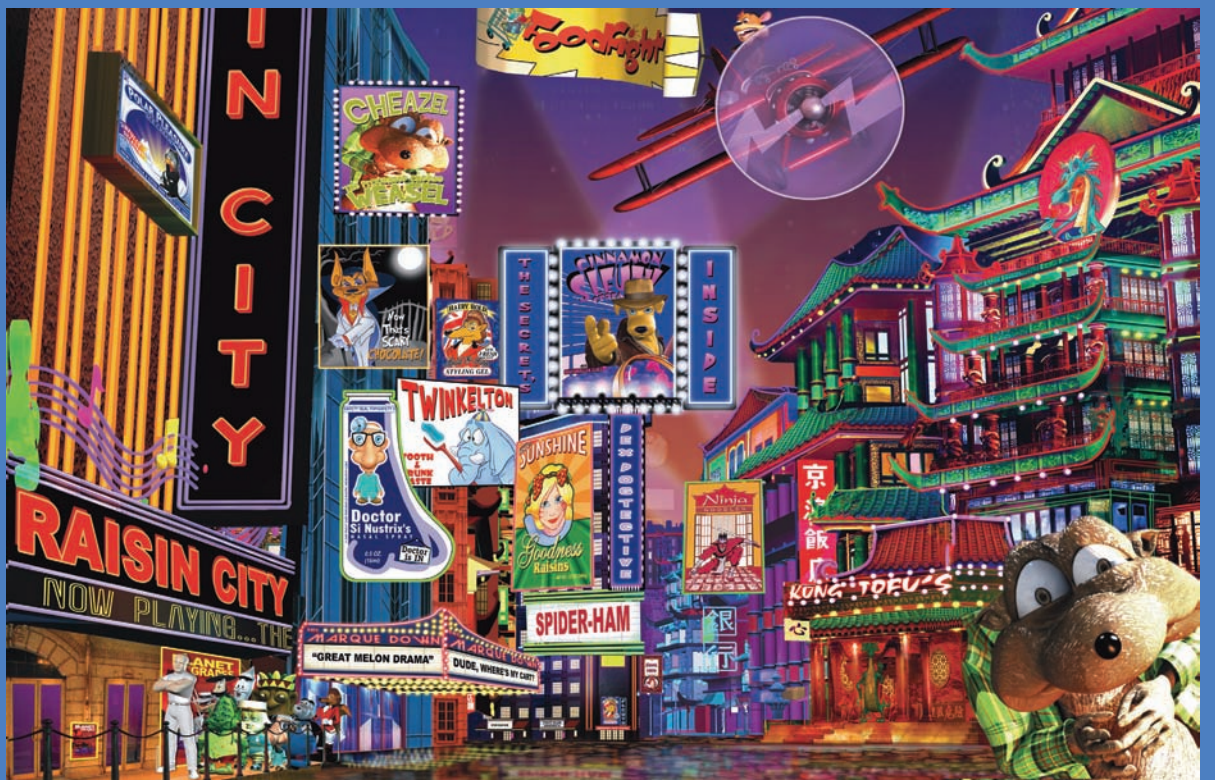
## ENGINEERING SYSTEMS SOLUTIONS TO REAL WORLD CHALLENGES IN MEDIA AND ENTERTAINMENT: THRESHOLD ANIMATION STUDIOS



A presentation by

Larry Kasanoff, CEO, Threshold Animation Studios  
and Producer/Director/Co-creator/Writer, *Foodfight!*

This lecture will discuss how Threshold achieved an order-of-magnitude increase in animation complexity—on time and within budget—as well as a fundamental change in the animation process. Their e-studio uses an animation technique known as motion capture, where the movements of live actors are captured via fiber optic sensors and converted directly and in real time to 3D digital files. Threshold's innovation took this mocap technology that plays a peripheral role in the business, customized and enhanced it and made it the foundation of a first-of-its-kind *real-time animation system*.



*Moderated by Irving Wladawsky-Berger, Visiting Professor of Engineering Systems and VP, Technical Strategy and Innovation, IBM.*

Thursday, March 22, 2007

Time: 4:00 pm, Reception to follow

Location: MIT, E51-345, Cambridge, MA

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