

press release:

## Organic Motion and BMC Sign Largest Deal in Motion Capture history.

First Motion Capture Systems Customized for Retail Settings

**New York – Jul. 28, 2008** – Organic Motion, manufacturer of markerless motion capture technology, today announced the largest sale in history of multiple motion capture systems to the global manufacturer of ultra-high performance cycling systems, Swiss Manufacturing Technology Ltd. (SMT) which, along with Bicycle Manufacturing Company (BMC) is a subsidiary of International Sports Holding AG (ISH). Under terms of the agreement, SMT intends to launch and to install customized systems throughout BMC's worldwide network of dealers in Q4 2009. The agreement marks the first application of motion capture technology for widespread public retail environments.

"A scientifically approved fitting process is an important mosaic piece which influences the cyclist's riding performance considerably and therefore completes the high-tech experience a typical BMC customer has with our innovative Swiss precision machines" said SMT Head of Development, Rolf Singenberger. "Organic Motion's systems give us a competitive advantage and the unique ability to provide our customers with a real-time in-store experience that comfortably tracks their cycling motion and helps promote our newest and most advanced product lines to come."

The SMT systems are based on Organic Motion's OpenSTAGE™ platform, a major advance in computer vision technology, which accurately digitizes the movements of an individual. Unlike traditional motion capture systems which require the subject to put on special tracking body suits, Organic Motion users simply wear their regular clothing. A rapid succession of individuals can pass through the system and each person's exact body movement data will be instantly streamed into software for analysis and/or display. For SMT's systems, each rider's digital motion will flow into a customized biomechanical application for cycling.

This flexibility and freedom of OpenSTAGE enables beneficial new concepts from retail chains to medical clinics, movie theaters to sports arenas.

"Our deal with SMT is the first of many which will showcase the rich and varied manners in which Organic Motion's technology can be applied," said Andrew Tschesnok, CEO of Organic Motion. "By eliminating the bodysuit, we have taken motion capture out of the 'back office' and we are bringing the benefits of motion capture to everyone."

Organic Motion's technology is currently available in three platforms:

- OpenSTAGE - a powerful platform that enables customized markerless motion capture systems to be created for numerous applications for public installation.
- STAGE™ - a turnkey markerless motion capture system that redefines content creation and animation production capabilities for the entertainment industry.
- BioSTAGE™ - a markerless system engineered for the life sciences, providing high level biomechanics analysis to doctors, clinicians, researchers and sports professionals, providing the instant ability to critically analyze human movement.

About Organic Motion, Inc.

Organic Motion, Inc. is a leading innovator of computer vision and advanced markerless motion capture systems. The company's core technology dramatically increases a computer's ability to "see" and understand the motion of humans and other living organisms to generate accurate 3D tracking data in real-time, without using bodysuits or markers. Organic Motion leverages its patent-pending technology in three turnkey solutions: STAGE, BioSTAGE, and OpenSTAGE. For additional information, please visit [www.organicmotion.com](http://www.organicmotion.com).

Organic Motion, STAGE, BioSTAGE and OpenSTAGE are trademarks of Organic Motion, Inc. in the United States.

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