

New 3D technology from Animaze: Simplifies dubbing, reduces piracy

Will spark a 3D revolution in Hollywood by Matine Rand

Services: The Norwegian company Animaze has developed a unique technology for automated dubbing of 3D movies. Now they hope to sign a major Hollywood studio.

"When I saw the technology for the first time, I realized how big this could be," explains Animaze Technology CEO Yossi Somer. Somer has 37 years experience in the film industry and has strong faith that company's product has what it takes to penetrate the American film market.

Animaze was established in 2009, but the two founders Somer and Dr. Nachshon Margaliot have worked on development of the technology since 2004. Although the company currently consists of only four permanent employees, Somer has big plans.

Revolution

"We want to revolutionize the 3D film distribution chain with our technology, says Somer.

Animaze uses artificial intelligence, consisting of mathematical algorithms, to automate the synchronization of the film characters mouth movements. In this way, also languages other than the film's original language can be perfectly aligned with facial movements.

"Today a movie is first produced, then distributed, and then dubbed before it comes out on the market," explains Somer. By using Animaze technology, will be able to make a movie in several language versions before it is distributed, which according Somer will lead to less piracy.

The plan is to offer the service from Spring of 2014, and the company already has a contract with the Icelandic animation studio Caoz, which is in the process of developing film number season three of the very successful animation series, "Elias", which Animaze will put English and Norwegian voices to.

Will sell to Hollywood

"We aim for the top in Hollywood because that is where decisions are made," says Somer.

He goes on to explain that it is possible for a small Norwegian company to offer services to American film producers.

"Hollywood is going through a decentralization process, where a lot is being done in India and China. So there is no reason for them not to be able to use Norwegian services."

"Would it not be difficult to compete due to Norway's high price level ?

"I do not think that countries that can do this more cheaply are a threat. If using Indian and Chinese companies leads to piracy, then they will actually be more expensive," says Somer.

He believes that Norway's strong democracy and integrity will win Hollywood's confidence.

"Our plan was to contact American studios one year after we were fully operational, but now Hollywood has come to us," says Somer.

Which is demonstrated by the company's newly-hired chief of marketing in Hollywood, Evan Astrowsky. He has many years of experience in the film industry, including as producer of the film "Cabin Fever", and he is now starting to present Animazes case in Hollywood.

Hunting Norwegian money

"We have come to a point where we need to apply the technology, we cannot move any further now without investors," says Somer. Animaze is currently in negotiations with potential investors from England, Sweden , USA and Israel, but Somer would rather remain Norwegian owned.

"We want Norwegian investors, in order to retain the company's Norwegian identity."

Innovation Norway stands ready to contribute almost half of the amount needed to start up operations.

"3D animation is a growing industry, and a good place to do business," says Somer.

The market for animated entertainment is constantly evolving and the global animation market is expected to grow from 122 billion dollars in 2010 to 243 billion by 2016. And Animaze plans to take a big bite of this, estimating sitting with an operating profit of over 12 million dollars in 2019 .



Below picture : The world at their feet: Animaze entrepreneur Yossi Somer believes Norway can take a slice of the Hollywood pie .

Photo : Martine [Rand](#)