

Dubbing Elias with new technology

With the Norwegian rescue boat cartoon “Elias” on board, a team of three entrepreneurs from Nesodden will revolutionize an entire animation industry with voice technology.

The Norwegian-Israeli IT company Animaze Technology hopes the little rescue boat Elias will be the springboard out into the world as it now launches its technology for use in the third season of the animated series.

The small IT company has developed a 3D solution that makes dubbing of animation movies easier and more accurate.

“Our technology learns the character's mannerisms and behavior by analyzing the interaction between the actor's voice and the animated figure. No matter what language the film is in originally, the software will be able to synch the mouth movements and the actor's voice, after only analyzing the new voice,” says Managing Director Yossi Somer.

Allowing filmmakers to save both time and money. And not least, the voices of the characters are correctly synchronized, whether it is in Norwegian, French or English.

Exciting

“This is very exciting technology, and could mean big savings, both in production time and economically,” says Sigurd Slåttebrekk, CEO of the production company Animando, and one of the creators behind the animated series about the rescue boat Elias.

The people behind the animated boat have now partnered with the small IT company. Slåttebrekk says it is difficult to put a value on how much financial savings the technology can provide, “...but this will assist our animators and we are looking forward to seeing how this will work.” The new season of Elias begins on NRK in late February/March next year, and the plan is that the episodes featuring the little boat are to be launched in a number of countries – as dubbed versions.

“Cooperation with Elias is the first step in making us visible to the entire industry. No one has a similar technology. A successful partnership can mean big money for us in the future,” says Somer.

Volunteer teamwork

Up to now, the numbers are blood red for the small entrepreneurial company that was born in 2009. But the spirit of unpaid teamwork is strong. In fact, so big that Somers two associates, Ingrid Williams and Dag Christian Klevaas Rye, confirm that this spirit is alive and well.

So far Animaze has received just over one million kroner in funding from Innovation Norway in startup funds.

“This is an industry with a lot of capital and we believe we can gain some of it in the future. The agreement with Elias is our first milestone and now we are waiting for the next one,” says Somer

Caption: Simplified: The small Norwegian-Israeli IT company Animaze Technology has created a technology that simplifies dubbing of animation films. From left: Yossi Somer, Day Christian Klevaas Rye and Ingrid Williams.