

# Tata Elxsi creates the 'ePuppet', a revolutionary marketing tool

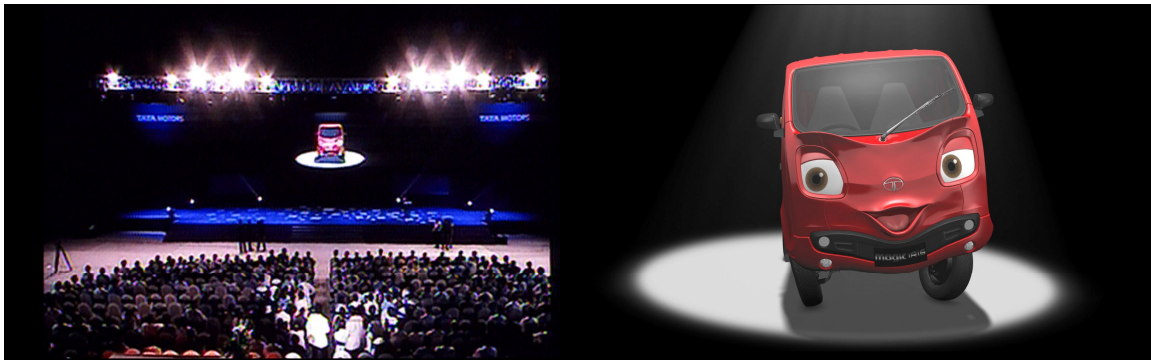
- *First of its kind digital model that interacts with a live audience*

**Mumbai, 10th May, 2011:** Tata Elxsi's Visual Computing Labs (VCL), a leader in the animation and visual effects industry, has redefined product launches with its latest technological and creative innovation. VCL created India's first 'ePuppet' for the launch of the Magic Iris vehicle for Tata Motors.



The 'Magic Iris ePuppet' is an interactive animated model of the Magic Iris vehicle that reflects the actions and emotions of the user behind the scene.

The first of its kind to host an automobile launch, the charming 'ePuppet' showcased various product features in a live interaction with the audience, where it talked, moved and answered questions about itself.



The ePuppet was devised using VCL's blend of creative and technical skills. VCL developed a digital model of the vehicle that would allow it to represent facial expressions and movements, and the technology to process real time input data from hardware devices to control the digital puppet. Head trackers and motion sensing cameras were used to transfer live data/movements from the controller behind the scene, to the digital puppet. At the launch, every action including facial expressions and lip sync was simultaneously mimicked by the 'ePuppet'.



*Magic Iris 'ePuppet' interacting with the audience at the launch*

**Mr. Pankaj Khandpur, Creative Director, Visual Computing Labs, Tata Elxsi, said,** “Animation has become an integral part of the advertising and marketing industry today. The concept of using an ‘ePuppet’ was designed to break the clutter amongst typical vehicle launches, and bring the product closer to its users and target buyers to allow the next level of interaction.”

A breakthrough in product marketing and launches, these ePuppets are customizable to suit a host of clients. They can be created, refashioned or remodeled in innovative ways to bring out the best aspects of a particular brand, product or mascot”.



In addition, since it is real time and interactive, this ePuppet technology can be used beyond marketing and advertising as well. Real time motion capture and lip-sync can be used for creating complete animated character projects as well, including episodic virtual television, virtual talk show hosts, etc, Mr Khandpur added.

VCL has created various animated mascots such as the honey bee in Kellogg’s Honey Loops, the Poko Jang character in MamyPoko or the robot in the Panasonic Cube AC TV commercial that have enthralled audiences during advertising breaks.

## **About Visual Computing Labs**

Visual Computing Labs is an award-winning digital production studio providing Animation, Visual Effects (VFX) and 3D stereoscopic content for feature films, episodic television and advertising. It hosts world-class studios in Los Angeles and India and a creative team that includes Academy Award® winning and BAFTA nominated professionals. Recent awards include two Golden Peacocks at the 56th National awards, for exemplary Animation and Visual Effects. It was also nominated for best-animated film at the VES (Visual Effects Society) awards for “Roadside Romeo” in 2009.

It also offers custom content development for visualization and product marketing, and is a leading developer of mobile, online and console games.

## **About Tata Elxsi**

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solutions.

A part of the \$ 70 billion Tata group, Tata Elxsi addresses the communications, consumer products, defence, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a talent pool of over 3,500 employees and a network of design studios, development centers and offices worldwide. Key services include embedded product design, industrial design, animation & visual effects and systems integration. Tata Elxsi is a listed company, and headquartered in Bangalore, India. ([www.tataelxsi.com](http://www.tataelxsi.com)),