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# *News Release*

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## **PHASESPACE SYSTEM USED BY GRADIENT EFFECTS FOR GRAMMY NOMINATED MUSIC VIDEO**

***Gnarls Barkley's "Who's Gonna Save My Soul" utilized PhaseSpace's  
motion capture technology***

**San Leandro, Calif. | February 20, 2009** – PhaseSpace, the price/performance leader in optical motion capture systems and technology, announced today that the PhaseSpace Impulse system was used by Gradient Effects for the Grammy-nominated music video, *Who's Gonna Save My Soul* by Gnarls Barkley.

The music video, *Who's Gonna Save My Soul*, was nominated by the National Academy of Recording Arts & Sciences for Best Short Form Music Video. The live-action music video depicts a woman and a man sitting in a diner when the man pulls his heart out of his chest. The anthropomorphic, computer generated heart makes it's way through the diner while singing. The movement of the heart was brought to life by animation studio, Gradient Effects, using the PhaseSpace Impulse system, allowing the heart to appear more human-like.

In addition to the Grammy nomination, the music video was also nominated by the Visual Effects Society for Outstanding Animated Character in a Live Action Broadcast Program or Commercial.

PhaseSpace CEO Tracy McSheery said, "Everyone at Gradient Effects did an incredible job with the music video and we are very excited that our system was used for a Grammy nominated music video! Integrating the PhaseSpace Impulse system into a high quality music video pipeline, truly demonstrates both the technical and aesthetic capabilities of our technology."

The PhaseSpace optical motion capture system uses uniquely identifiable active LED markers and high resolution cameras to produce real-time motion data. At 3 times the speed and 3 times the resolution of other systems, the Impulse system delivers clean data with no marker swapping and little occlusion.

To find out more about Gradient Effects, please visit them at [www.gradientfx.com](http://www.gradientfx.com)

To find out more about PhaseSpace, please visit us at [www.phasespace.com](http://www.phasespace.com)

### **About Gradient Effects**

Located in Marina Del Rey, Gradient Effects is a visual effects studio with an integrated Digital Intermediate suite, dedicated to delivering dynamic visual artistry for feature films and other forms of entertainment.

Gradient's work can be seen in upcoming features including Warner Bros.' Richard Kelly-directed "The Box," starring Cameron Diaz, James Marsden and Oscar nominee Frank Langella; Warner Bros.' "This Side of the Truth," directed by Ricky Gervais and Matthew Robinson, starring Gervais and Jennifer Garner; and Robert Luketic's "The Ugly Truth," starring Katherine Heigl for Lakeshore Entertainment.

### **About PhaseSpace**

PhaseSpace Inc. was founded in 1994 with the mission of developing new technologies and products for emerging motion tracking markets. Drawing upon the talents of a strong team of scientists and engineers from diverse technical backgrounds, PhaseSpace has developed motion capture solutions for the research, industrial and graphic arts communities.

PhaseSpace is the first to introduce a product that breaks the cost barrier with affordable hardware and affordable applications. The PhaseSpace Impulse System was developed as a new generation of 3D optical motion capture systems designed to be affordable to small companies, universities and individuals, lowering the cost of ownership so that it would be a financially feasible tool for a single artist or researcher.

The PhaseSpace system utilizes custom optics and camera technology that leverages Field Programmable Gate Array (FPGA) and synthesized digital signal processor (DSP) technology to deliver real time functionality at a new price threshold.

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