

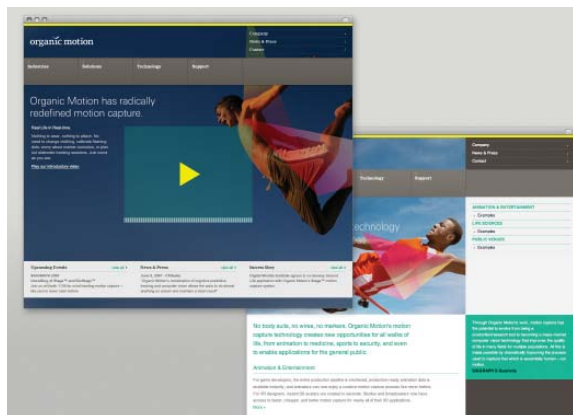
Method delivers compelling brand experience for Organic Motion

Method, a leading brand experience agency, today announced the development of a comprehensive, multi-platform brand system for Organic Motion, a venture accelerated Method client, and a leading innovator of computer vision and highly advanced markerless motion capture systems. Debuted at SIGGRAPH 2007 and featured in the CES 2008 Keynote presentation with Intel CEO Paul Otellini, the new brand system includes a identity mark, business papers, marketing brochures, product naming, and a website to fully communicate the value and reach of Organic Motion's breakthrough technology.

Organic Motion has brought to market the world's first turnkey markerless motion capture system for the entertainment and life sciences industries, as well as a customized offering for use with the general public. The new line of products harnesses the company's core computer vision technology, enabling computers to cognitively "see" people's complex movements and generate highly accurate 3D tracking data in real-time, all without body suits or tracking devices.

Press Release

Method Delivers Compelling Brand
Experience for Organic MotionSan Francisco
New York
London

 organic motion


Organic Motion
Identity & Website Design

As Organic Motion honed its technology solution internally, they also realized the need for a new brand experience that would reflect the company's enhanced value proposition, and capture the interest of its expanded audience. To support its market launch, Organic Motion engaged Method, an award-winning brand experience agency, in June 2007 to provide key thinking and deliveries around their corporate positioning and product launch. Method's objective was to accelerate Organic Motion's business growth by designing an innovative new brand image to be used across all brand communications and touchpoints, and to appeal to the company's target audience of animation and film companies, medical and imaging practitioners, research facilities, and sports analysts.

"Method immediately understood the core essence of what Organic Motion wanted to be, its market and the specific value in our motion-capture solution itself," remarked Andrew Tschenok, Organic Motion's Founder and CEO. "From our earliest brainstorming sessions around product naming, to determining the focus and depth of our brand experience, Method challenged us in the best way possible. The results are tremendous and, as evidenced in our current market position, we are reaping the benefits. We are looking forward to continuing our relationship with Method in the future as we work to attract more customers who seek to create truly immersive experiences."



Organic Motion
Visual Design System

Method's work, delivered from its New York studio, created the brand and product strategy for Organic Motion, including competitive and customer-based research, followed by a new corporate identity and product naming. This culminated in the launch of a new global web site together with accompanying marketing collateral, both of which were intended to generate a sense that the company was growing rapidly and had "come of age." Through careful layering and juxtaposition of transparent layers, a sophisticated color palette, and photography emphasizing energetic movement, the design attracts viewers and communicates the ability of the technology to free motion capture from its usual constraints.

"As a company evolves, so must the brand experience," said Robbie Vann-Adibé, Co-CEO, Method. "In this case, Method's contribution was to build the foundation for Organic Motion's brand and business communications as they moved from garage start-up to bona-fide rising star in the technology space. It was critical to position Organic Motion's product suite to emphasize its unique market differentiation – the natural integration of human mobility and technology."

To learn more about this story of brand experience, please visit: www.method.com.

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About Method

Method is a brand experience agency that helps business leaders harness the competitive power of design. With deep expertise in research, strategy, design and technology, Method offers a rigorous, intelligent approach to solving increasingly complex brand problems in both physical and digital realms. Method’s unique approach has enabled over 150 businesses to outperform competitors through unified branding and communications, compelling user experiences, and successful product and service development wherever customers are: web, mobile, print, broadband and beyond. The firm has a blue-chip client roster that features brands such as Sony, Gucci, Microsoft, Visa, Comcast, Nike, Adobe, and Yahoo!, among others. Method has offices in San Francisco and New York. Additional information can be found at www.method.com.

About Organic Motion, Inc.

Organic Motion, Inc. is a leading innovator of computer vision and highly 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 highly accurate 3D tracking data in real-time, without using bodysuits or markers. Organic Motion’s leverages its patent pending technology in three turnkey solutions: Stage, BioStage, and OpenStage. These systems radically enhance motion capture for the entertainment industry, the life sciences, and for customized motion applications designed for the general public. For additional information, please visit www.organicmotion.com.