Animaj
PICTURE THIS!
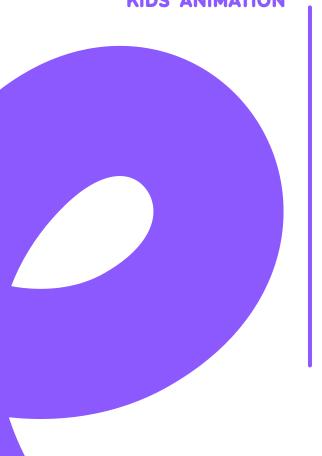WEB SUMMIT, NOV.11TH, 2024

FOR IMMEDIATE RELEASE

ANIMAJ INTRODUCES "SKETCH-TO-MOTION" AT WEB SUMMIT 2024:

A NEW ERA FOR THE ANiMATiON iNDUSTRY

Animaj, a next-generation kids' media company, is excited to announce the launch of its **AI tool**, "**Sketch-to-Motion**", at Web Summit 2024 in Lisbon. This technology is set to transform the animation industry by taking what once took weeks, if not months, and making it happen instantly—turning rough sketches into fully-rendered 3D animations with one click.

Attendees of Web Summit 2024 will have exclusive access to a demonstration of this **game-changing AI tool**, which promises to unlock **unprecedented creative freedom** and set a new standard for animation production.

DiSRUPTiNG TRADiTiONAL KiDS' ANiMATiON

Until now, animation has required immense effort and time. Each frame, every movement, had to be meticulously crafted from the ground up.

Sketch-to-Motion changes everything.

What was once a manual, labor-intensive process now becomes automated, but with **full creative control** left in the hands of the artist.

This isn't just an incremental improvement; this is a complete change of paradigm.

Imagine sketching a rough storyboard and immediately seeing it come to life as a complete animation. That's what Sketch-to-Motion delivers. No more technical bottlenecks. No more wasted time on repetitive tasks with low creative value. Now, artists can focus entirely on their creative vision and the story, while the AI automates the technical execution.

EMPOWERiNG CREATORS, TRANSFORMiNG PRODUCTiON

With Sketch-to-Motion, artists can now **iterate freely** from the earliest stages of production, drastically improving the quality of their work within the same timeframes and budgets. Built on Animaj's advanced AI models, the tool operates in a fully **editable 3D environment**—similar to Animaj's previous AI model, *Motion-to-Motion*—enabling seamless creative adjustments at any stage of the process.

Our system is built around two main types of models: **sketch-to-pose** and **3D motion in-betweening**.

Sketch-to-pose models use ResNet50 architecture and are trained on hundreds of thousands of pairs of sketches and their corresponding 3D poses for each character. These models can accurately predict the rig controller values of a character from an input sketch, even if it's just a rough one from a storyboard.

Motion in-betweening models focus on predicting the intermediate poses between the key poses of the characters. Key poses are typically spaced a few frames apart. These models leverage LSTM (Long Short-Term Memory) architecture to ensure the movement remains consistent over time.

> *Sketch-to-Motion changes everything about how we create animations. It's not just faster; it's **smarter**. Artists now have the freedom to iterate endlessly and **see their ideas come to life instantly**. This tool isn't replacing creative artists—it's **empowering** them.*

▶ **SiXTE DE VAUPLANE,** *CEO & Co-founder of Animaj*

For the industry, the implications are vast. Whether you're a creator working on the next global high-end production or an independent artist bringing a passion project to life, Sketch-to-Motion redefines kids' animation production. The tool allows creators to keep up with demanding schedules while producing high-quality work in a fraction of the time.

This time-saving capability enables creators to finally move away from a one-size-fits-all approach, allowing them to develop tailored content for various platforms and operate on distinct touchpoints that resonate with their target audiences.

A NEW STANDARD FOR TOP-TiER PRODUCTiONS

Tailored for high-end projects like the upcoming Pocoyo Season 6—a globally beloved children's series with over 40 billion views on YouTube—this innovation highlights AI's powerful potential to streamline **top-tier productions** with demanding quality standards.

Animaj is not licensing this technology but is **keeping it exclusive to accelerate the growth of IPs** they **acquire**, **create**, or **co-create**, ensuring that **Sketch-to-Motion** drives the creation and expansion of world-class franchises.

THE FUTURE OF ANiMATiON iS HERE

The age of laborious frame-by-frame animation is behind us. Sketch-to-Motion is more than just a tool—it's a revolution. It allows **creators to dream bigger, experiment more freely**, and push the boundaries of animation without the typical constraints of time, effort, or technical complexity.

But this is just the start.

To put the creative back in the driver's seat, Animaj is currently **developing an entire set of AI tools** designed to transform artists into all-in-one creators—visionaries who can orchestrate every aspect of their work, from camera positioning and lighting to facial expressions and nuanced character movements.
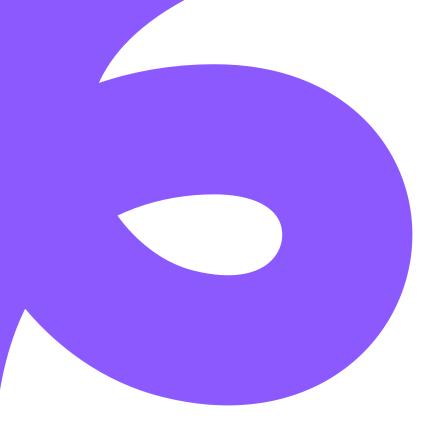
With Animaj's AI technology, creators will have full control over bringing their ideas to life, empowered by limitless creative freedom.

The future of AI animation will be creator-driven, and that's the best news for the future of creativity.

ABOUT ANiMAJ

Animaj is a next-generation media company that brings first-class and inspiring brands to kids and families worldwide. The company acquires and turn iconic Kids' IPs into global franchises using an AI-driven, digital-first, and multi-platform approach. With a monthly global audience of 242 million unique viewers on YouTube, Animaj attracts the 5th largest digital kids' audience **globally** *(source: Tubular Labs, July 2024)*.

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