# Mindshow launches innovative software to revolutionise animation production



In an effort to address the significant time and financial investment required in traditional animation production, the company **Mindshow** has announced the launch of a new enterprise-scale software, powered by **Unity**. This innovative platform aims to streamline the animation process, which often faces bottlenecks due to linear production constraints and reliance on specialised software.

The Mindshow platform combines real-time rendering with asset ingestion and character animation tools, enabling a comprehensive workflow that encompasses everything from storyboarding to the final production pass. Directors are empowered to step into virtual sets using **virtual reality (VR)** and **mixed reality** headsets, including the **Apple Vision Pro** and **Meta Quest**. The software is designed with adaptability in mind, allowing it to integrate rapidly with emerging virtual production technologies as they become available.

Among the standout features of this platform are:

* Advanced Voice Integration: Its proprietary lip-sync technology transforms pre-recorded audio into stylised animated facial performances and character movements.
* Virtual Studio Cameras: Directors can capture an unlimited number of angles utilising multiple cameras with industry-standard lens settings, facilitating immediate control and review during production.
* Motion Capture (mocap): This function enables the generation of real-time character expressions by leveraging industry-standard mocap suits alongside the evolving camera tracking technology available through devices like Meta Quest.
* Asset Integration Pipeline: Existing character libraries can be seamlessly converted into 3D models that are rigged for performance, thereby maximising the value of brand assets.

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As stated by **Steve Collins**, **Unity's CTO**, speaking to Creative Bloq, "Unity’s real-time 3D platform is designed to be scalable and flexible, giving creators the tools to push boundaries and explore new possibilities. Whether it’s integrating advanced tech or adapting to new workflows, our platform helps developers create captivating and innovative experiences." He added that the launch of accessible virtual production tools demonstrates Unity’s versatility in transforming animation, making high-quality content more achievable.

In a strategic move to bolster its leadership team, **Mindshow** has appointed streaming veteran **David Baron** as Chief Operating Officer. Baron, who has previously held executive roles at **Hulu**, **Fox Digital Media**, **Paramount**, and **Microsoft**, remarked, "Content distribution hit a historic inflection point when streaming put libraries of content at viewers' fingertips. Mindshow brings that same accessibility to creation. Brands can now move from concept to delivery in one production cycle, turning characters into multi-platform properties across social, streaming, previsualization, and beyond. For the business of animation, this changes everything."

Currently, Mindshow is available for licensing to selected entertainment companies, sports organisations, and consumer brands, while it continues to provide a full-service production suite through its studio located in **Los Angeles**. A waiting list is in place for other interested parties.

For more information about Mindshow and its innovative tools, interested readers can visit the official website www.mindshow.com.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.businesswire.com/news/home/20250128785334/en/Mindshow-Unveils-Real-Time-Virtual-Production-Platform-Taps-Former-Hulu-Executive-as-COO> - This article supports the launch of Mindshow's virtual production platform and its features, including real-time rendering and integration with Unity.
* <https://www.mindshow.com> - This is the official website of Mindshow, providing information about its real-time animation technology and services.
* <https://creativecow.net/mindshows-fast-disruptive-vr-produced-entertainment-with-president-sharon-bordas/> - This interview with Sharon Bordas, President of Mindshow, discusses the company's background and approach to real-time animation.
* <https://unity.com/> - Unity's official website provides information about its real-time 3D platform and its capabilities in animation and game development.
* <https://www.apple.com/newsroom/2023/06/apple-announces-vision-pro/> - This press release from Apple introduces the Apple Vision Pro, a device used with Mindshow's platform for virtual reality experiences.
* <https://about.meta.com/en/products/quest/> - This page from Meta provides details about the Meta Quest, a VR headset compatible with Mindshow's platform.
* <https://www.hulu.com/> - Hulu's website provides background on David Baron's previous role as a founding executive.
* <https://www.paramount.com/> - Paramount's official website offers context on David Baron's past leadership roles in the media industry.
* <https://www.microsoft.com/en-us> - Microsoft's official website provides information about the company's involvement in media and technology, relevant to David Baron's experience.