

PROTO: ANIMATION, VFX & ENTERTAINMENT

The home of motion capture collaborates with PROTO, Europe's largest emerging technology centre

The issue

When Target3D first spoke to PROTO's Innovation Manager, Alex Cook, he needed a system that could provide tracking for a variety of uses and industries for the soon to open state-of-the-art centre. PROTO partners with a range of businesses to help them create digital content - via their 188m2 Motion Capture Stage - so an all-rounder in terms of kit was needed.

YouTube link: [▶ PROTO: The Emerging Technology Centre](#)

The solution

With a 12-camera OptiTrack Prime 17W system, Target3D provided the infrastructure that is at the heart of PROTO's new emerging technologies centre.

Before the order had been finalised, word came that a special visitor was due to open PROTO. His Royal Highness, The Duke of Cambridge. Swiftly, Target3D set to work to ensure their demo kit was set up in Gateshead in time for the official opening.

Demonstrating to the Duke how motion capture works - showcasing its ability to track full human body movement and control an avatar within an Unreal scene in real-time which was projected onto the wall of the 2,000ft2 R&D hall - were Target3D's Commercial Director, Rob Jefferies and Mocap Engineer, Petros De Doncker.

“Target 3D have been great to work with, they have really supported us on our journey to create a facility that allows business to create amazing digital content. We were keen to bring a quality Mocap stage to the region and Target 3D have provided us with a great setup. The training they provided and after care has been excellent too. We are keen to continue working with the team in the future.”

- Alex Cook

Located in Baltic Quarter, Gateshead, PROTO is an £8 million-pound research and development (R&D) facility for organisations to test and create digital solutions. The centre, which is also part of Digital Catapult NETV, will encourage and support organisations to adopt new technologies including virtual reality and augmented reality.