

## **OBSKUR Team Joins Movella**

Bringing Meaning to Movement™ to Digital Influencers in the Metaverse

San Jose, California, January 10, 2022 – Movella™, a global innovator of advanced technologies and products that sense, capture, and analyze all aspects of movement, today announced that the OBSKUR team will be joining Movella. This addition of technology leading innovators will provide real-time body and face motion capture for live stream VTubing and avatars in the Metaverse.

"I'm excited to have the OBSKUR team join Movella. Together, OBSKUR and Movella will bring meaning to movement in the Metaverse," said Ben Lee, Movella CEO. "Our goal is to deliver a complete 3D body motion solution for live streamers and influencers in the Metaverse."

Adding OBSKUR to the Movella portfolio of entertainment solutions positions the company for accelerated growth and expansion in the Metaverse. "The OBSKUR team is very excited to be joining Movella, and together we will provide appealing and user-customizable real-time avatar solutions for the VTubing and Metaverse market," said Andranik Aslanyan, CEO and Co-Founder of OBSKUR. "We will enable creators of all skill levels to easily create, render, and stream live interactive content."

### **About Movella**

Movella™ is a full-stack hardware, software, and data analytics company created by the consolidation of mCube, Xsens, and Kinduct. Movella is a global innovator of advanced technologies and products that sense, capture and analyze all aspects of movement. Movella serves the entertainment, sports, health, and industrial markets by capturing and transforming movement data into meaningful and actionable insights. Working with the leading global brands such as Electronic Arts, NBC Universal, Netflix, Daimler, Siemens, and over 500 sports teams, we are creating extraordinary outcomes that move humanity forward. To learn more, visit <https://www.movella.com>.

### **About OBSKUR**

OBSKUR is a real-time multimedia solutions developer focused on the VTubing, digital avatar market. OBSKUR creates tools and integrations for interactive content such as: live streaming, motion capture and MMO metaverse games. To learn more, visit <https://www.obskur.com>.

Media Contact: [conor@grammatikagency.com](mailto:conor@grammatikagency.com)