



Press release  
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## **High Demand for Performance Capture favors Goodbye Kansas business**

**Bublar Group's subsidiary, Goodbye Kansas, has developed one of Europe's most versatile Performance Capture studios and there is high demand for the company's expertise in the field. So far this year, 65 percent of Goodbye Kansas' assignments have included Performance Capture productions.**

The client list during 2020 includes Ubisoft, EA, Bethesda, Sony, Activision Blizzard and Avalanche.

"It is a great competitive advantage to have our own Performance Capture inhouse as part of the customer offering. We can deliver effective recordings – also via link in these Corona times – and avoid unnecessary intermediaries in production. We have been building industry-leading expertise for many years and our new unique Performance Capture studio attracts customers from all over the world," says Peter Levin, Managing Director, Goodbye Kansas.

During the year, Goodbye Kansas has delivered Performance Capture to the game trailer "Magic: The Gathering – Zendikar Rising", Håkan Hellström's video "Alla Drömmar är Uppfyllda" and several game projects that are still not released.

Motion Capture is a technique for recording 3D motion via markers and then transferring motion data to power digital characters in e.g. games, movies or TV. Performance Capture takes the technology even a step further. Thanks to more advanced equipment and special head mounted cameras, it is possible to capture - not only the actor's movements - but also every nuance of acting.

The studio has now also installed a so-called stunt truss, which enables advanced wire stunts that are digitally transmitted to computer game characters such as flying, swimming or hovering like superheroes. The stunt truss makes it possible for several actors to fly at the same time and it is also possible to lift heavier objects such as platforms which is unique. Unlike other similar studios, Goodbye Kansas studio is also equipped for audio recordings and the entire floor is designed for a smooth and efficient recording flow, including multi-studio and dressing rooms. It also houses 3D scanning equipment that can scan both faces and bodies.

"I am very happy that Goodbye Kansas' early ventures into advanced technology, like Performance Capture, is paying off. We see an increased demand for digital content as the new way of producing game trailers, film or TV," says Maria A Grimaldi, CEO and Managing Director, Bublar Group

**Watch the trailer Zendikar Rising- Magic: The Gathering:**

<https://goodbyekansasstudios.com/work/magic-the-gathering-zendikar-rising/>

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**Bublar Group**

Bublar Group AB (publ) is the Nordic region's leading listed XR technology company specializing in Augmented Reality (AR) and Virtual Reality (VR). The company offers XR solutions in E-commerce, Entertainment, Training and Manufacturing. The company includes the subsidiaries Vobling, Sayduck, Virtual Brains and Goodbye Kansas, which was recently acquired. Goodbye Kansas creates visual content for the leading players in the gaming, film/TV and streaming industries and offers services including VFX/animation, Digital Humans and Performance Capture. Bublar is headquartered in Stockholm and is listed on Nasdaq First North Growth Market.

*In essence, Bublar Group will change the game. We change how we Work, Shop and Play.*

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