



FOR IMMEDIATE RELEASE

**EYETRONICS HITS HOME RUN FOR  
MAJOR LEAGUE BASEBALL PLAYERS**

**Scans 1,200 Major League baseball players, coaches and managers for game developers  
Sony Computer Entertainment America (SCEA) and 2K Sports**

LOS ANGELES, Calif. (March 13, 2006) — Eyetroneics, an international provider of high resolution scanning services and animation-ready 3D models for feature films, television, commercials and computer games, successfully completed the scanning of over 1,200 Major League baseball players and coaches for the Major League Baseball Players Association (MLBPA). The announcement was made by Nick Tesi, vice president of operations for Eyetroneics in the U.S., who helped supervise the logistically complex scanning operation that rolled out in spring training camps in Florida and Arizona.

Its largest scanning project ever, Eyetroneics was unanimously awarded the contract by MLB Players Association and game developers Sony Computer Entertainment America (SCEA) and 2K Sports over other competitors. Based on an intense review of test materials submitted by several scanning companies vying for the videogames project, Eyetroneics was chosen for its renowned high quality models and texture maps, as well as its ability to provide mobile services. Next generation platforms from SCEA and Microsoft will display the highest quality visuals seen to date, another reason for the choice of Eyetroneics' realistic scans of these well-known sports figures.

Five teams from Eyetroneics visited 30 facilities throughout Florida and Arizona in a remarkable eight days to conduct the facial capture scans of over 1,200 Major League baseball players. Using structured light technology with a high resolution Canon digital camera, Eyetroneics scanned each player on a turntable in an accelerated scan time of three minutes. Scan data from Eyetroneics' lightweight, portable equipment was then processed in the company's proprietary software and exported as fast and accurate 3D models with 4K texture and color data, ready for immediate integration in production pipelines.

"It is very important to the MLBPA that player models in baseball videogames designed for next generation hardware set the standard for all sports games," said John Olshan of the MLBPA.

"We selected Eyetroneics for this project after an exhaustive review process because their graphics are drop dead beautiful and they have extensive experience working with high profile celebrities. They also provided innovative solutions to all of our concerns with respect to scanning a large number of people in a short period of time under unpredictable and often adverse conditions."

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Eyetronics' scans have contributed to several high-profile films slated for release in 2006, including POSEIDON, THE GUARDIAN, THE REAPING, DR. DOLITTLE 3 AND GARFIELD 2. Eyetronics also provided scanning for Cadillac's Superbowl spots, as well as numerous computer games.

## **About Eyetronics**

Eyetronics specializes in high-quality 3D acquisition systems and services that enable faster production of 3D models, animation and visual effects. Its scanning products and services are used for realistic character generation and facial performance capture in feature films, television, commercials and computer games.

Eyetronics ([www.eyetronics.com](http://www.eyetronics.com)) has corporate offices in Leuven, Belgium, and Los Angeles. For more information on Eyetronics 3D scanning services, in North and South America call 1-800-205-9808 or e-mail [info-usa@eyetronics.com](mailto:info-usa@eyetronics.com); in Europe and Asia, call +32-16-298-343 or e-mail [info@eyetronics.com](mailto:info@eyetronics.com).

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